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**STEVE DOYLE JOINS J. LOHR VINEYARDS & WINES
AS VICE PRESIDENT, US SALES**

***Veteran in the Luxury Wine Category Attracted to Family-Owned Brand's Commitment to
Quality and Industry Leadership***

San Jose, Calif – June 20, 2017 – Steve Doyle joins J. Lohr Vineyards & Wines as vice president, US sales. A highly respected industry executive, with more than three decades of experience, Doyle will lead J. Lohr's in-house sales team in representing the acclaimed family-owned winery throughout the United States. Doyle was selected for his expansive knowledge of the US market, his ability to design and implement industry-leading sales programs, and his extensive expertise in the premium and luxury wine categories.

“Throughout my career, I have had the opportunity to work with some of the wine industry's most successful larger companies,” says Doyle. “I have also been fortunate to work with family-run wineries and entrepreneurial organizations. J. Lohr embodies the best of all of these dynamics—in scale and scope. At the same time, there is an unwavering commitment to craft and quality that reflects the values that drive the Lohr family.”

Doyle was most recently vice president, national sales manager for C. Mondavi & Family. Prior to that, he was the senior vice president, sales, marketing and operations for Terroir Inc., where he guided sales for brands that included Mayacamas, Sandhi, Qupe, and Wind Gap. Throughout his career, Doyle has also held positions as the vice president of sales for Vinmotion, senior vice president of sales for Pacific Wine Partners, Pacific division vice president for Southcorp Wines, and divisional vice president at Diageo. Doyle holds a degree in marketing from Indiana State University and an MBA from Pepperdine University.

“Our dedicated sales team, with its commitment to building lasting partnerships with our national network of distributors, has always been a cornerstone of our success,” says J. Lohr CEO Steve Lohr. “Steve Doyle has a keen understanding of the complexities of today’s wine marketplace. He has a belief in building win-win relationships with our valued partners, many of whom we have had relationships with since my father started the business. Just as important, Steve is respected and well-liked by his industry colleagues and shares the values that define J. Lohr as a family-owned brand. My father, sister, brother and I, along with our talented team of winemakers and fellow employees, look forward to working closely with Steve to smartly build our brand.”

About J. Lohr Vineyards & Wines

Founded more than four decades ago by Jerry Lohr and still family owned and operated today, J. Lohr Vineyards & Wines crafts a full line of internationally recognized wines from its 3,700 acres of sustainably farmed estate vineyards in Paso Robles, Monterey County’s Arroyo Seco and Santa Lucia Highlands appellations, and St. Helena in the Napa Valley. Offering an expressive range of styles, J. Lohr produces five tiers of award-winning wines showcasing its estate fruit – J. Lohr Estates, J. Lohr Vineyard Series, J. Lohr Cuvée Series, J. Lohr *Gesture*, and J. Lohr Signature Cabernet Sauvignon.

The placement of Steve Doyle was made in concert with The Cypress Group (www.cypress-grp.com) of St. Helena, California, which specializes in executive placements in the wine industry.

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