

# 2023

## J. LOHR PURE PASO® PROPRIETARY RED WINE

### Paso Robles AVA

*“Savory notes of Cabernet Sauvignon are layered with the overt dark fruit character of Petite Sirah. The bouquet of cocoa powder, caramel, and anise works in harmony with the wine’s black cherry fruit signature. Bright and focused on the palate, with a firm and appetizing finish.”* Red Winemaker Brenden Wood & VP, Winemaking Steve Peck

#### VINEYARDS

This unique blend of primarily Cabernet Sauvignon and Petite Sirah showcases two historic, benchmark varieties from J. Lohr’s long history in Paso Robles. The Cabernet Sauvignon component was sourced largely from the J. Lohr Shotwell Vineyard in the cooler El Pomar District of Paso Robles. This ranch is planted to ENTAV clone 169 Cabernet Sauvignon on calcareous Linne-Calodo soils with slopes reaching a challenging 25%. The Petite Sirah portion was grown in the warmer Paso Robles, Estrella and San Miguel Districts - ideal locations for this heat-loving grape.

#### VINTAGE

Paso Robles experienced record winter rainfall from December 2022 to March 2023, recharging the parched soil profiles after two years of drought-like conditions. Cool weather persisted through much of the growing season; veraison occurred in mid-August, about two weeks behind schedule. Thankfully, near-perfect, warmer weather in October allowed us to wait to pick fruit with optimal flavor and anthocyanin development. We hand-picked the first blocks of Petite Sirah on October 6th from our vineyards located on Tower Road; our first Cabernet Sauvignon blocks arrived at the winery on October 26th. Fermented in 20-ton stainless tanks with light pumpovers; 7 days maceration for full color extraction.

#### COMPOSITION

62% Cabernet Sauvignon  
36% Petite Sirah  
1% Malbec  
1% Saint-Macaire

#### MATURATION

**TIME IN BARREL:** Aged 15 months in American and Hungarian oak cooperage

**BARREL TYPE:** 60-gallon oak barriques, 15% new wood

**COOPERS:** Heinrich, Tonnellerie O

#### BOTTLING

**pH:** 3.60

**TOTAL ACIDITY:** 0.62 g/100ml

**RESIDUAL SUGAR:** 0.06g/100ml (dry)

**ALCOHOL:** 15.2% by volume

**PRODUCTION:** 70,000 six-bottle cases

