

Vol. 01

J. Lohr's Concierge Guide

Paso Robles



Dine

Savor Paso Robles' best dining spots, from farm-to-table delights to local favorites that pair perfectly with J. Lohr wines.

Explore

Beyond the glass; explore must-visit experiences, for a all-encompassing trip.

Rest

Find the perfect place to rest after a day exploring Paso Robles.

#ShareTheLohr



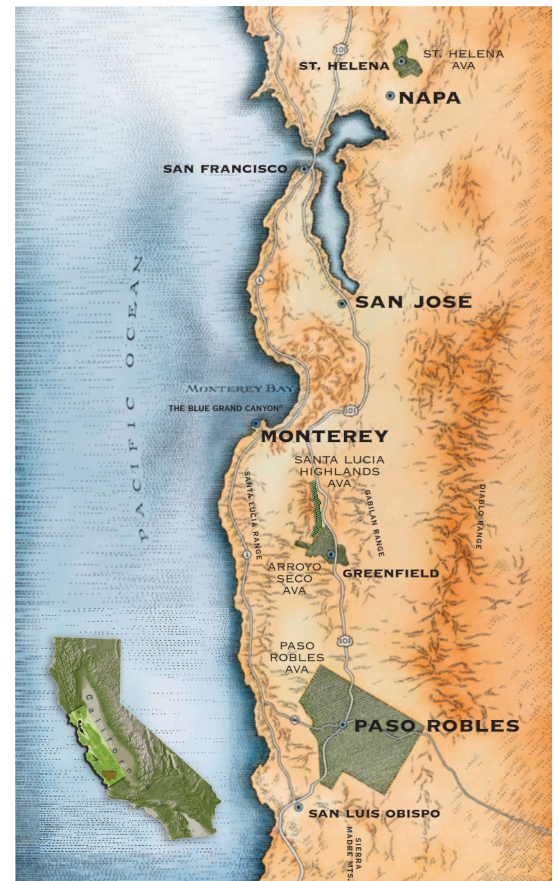
The Lohr Family
left to right: Lawrence, Jerry, Steve, and Cynthia Lohr

About J. Lohr

We are proud to be family owned and sustainably grown for over 50 years. From our roots in the fertile soils of Monterey County and Paso Robles to the vineyards we tend with care and precision, we craft wines that reflect our commitment to Family, Place, and Craft.

Whether you're visiting for the first time or returning to experience J. Lohr once again, we're delighted to welcome you to Paso Robles — home to our flagship wine center and production winery. Here, warm hospitality meets world-class winegrowing, surrounded by vineyard landscapes, scenic backroads, acclaimed restaurants, and the relaxed charm that defines California's Central Coast.

We hope this guide helps you discover the best of Paso Robles while enjoying wines sourced from our three winegrowing appellations: Monterey, Paso Robles, and Napa Valley. During your visit, we invite you to explore our vineyards, learn more about our winemaking process, and experience firsthand the place that helped establish Paso Robles as one of the world's premier wine regions.



J. Lohr Vineyards

Tag us in your pictures @jlohrwines and #ShareTheLohr

Welcome

Why We Love

Paso Robles

Nestled between the coastal mountains and the Salinas River Valley, Paso Robles has evolved from a quiet ranching town into one of the most visited wine destinations in California. Its combination of diverse soils, dramatic diurnal temperature swings, and winemaker-driven community has made it especially ideal for growing expressive Cabernet Sauvignon, Rhône varieties, and more. Visionaries like Jerry Lohr were among the first to recognize Paso's promise—establishing vineyards here in the 1980s and helping pave the way for the region's modern success.

Today, Paso Robles is home to more than 200 wineries and welcomes over 1.6 million visitors annually. It consistently ranks among the top-selling wine AVAs in the country, thanks to the strength of both boutique producers and nationally recognized brands like J. Lohr that continue to share Paso's story with the world.



Rest

Paso Robles Inn



A historic stay in the heart of downtown Paso Robles, offering charming accommodations, on-site dining, and easy access to local wineries and shops.

Oxford Suites



Just six blocks from downtown, this comfortable hotel offers modern amenities, complimentary breakfast, and a free shuttle for convenient access to Paso Robles' top spots.

Bellasera Hotel & Suites



Upscale, contemporary hotel and restaurant featuring oversized suites just a few minutes from downtown Paso Robles.

Allegretto Vineyard

Resort



A Tuscan-inspired retreat with luxurious accommodations, vineyard views, an on-site spa, and a short five-minute drive to J. Lohr Vineyards & Wines.

The Ava Hotel



In the heart of downtown Paso Robles, The Ava Hotel is the newest luxury property that offers a modern retreat in California wine country.



Dining

What's Cooking?

From farm-to-table delights to casual wine country bites, explore the best dining spots in Paso Robles for every craving and occasion.

Downtown Paso Robles

[BL Brasserie](#), [Buona Tavola](#), [Blast & Brew](#), [Catch Seafood Bar & Grill](#), [Les Petites Canailles](#), [Fish Gaucho](#), [Il Cortile](#), [Pappy McGregor's](#), [Parchetto](#), [Odyssey World Café](#), [Sabor & Sazon](#), [Thai Classic](#), [Umi Sushi & Sake](#), [Jeffrey's Wine Country BBQ](#), [Pony Club Bar](#), [The Backyard](#)

Other Paso Robles Area

[Hunter Ranch](#), [Cello Ristorante & Bar](#), [Spirit of Paso Robles](#), [Spring Side Restaurant](#), [EMRE](#), [Firestone Walker Taproom Restaurant](#), [Rustic Fire Pizza](#), [Paso Robles Brewing Co](#), [Enoteca](#), [Junction Tapas & Wine](#), [Jacks Grill \(Templeton\)](#), [McPhee's Grill \(Templeton\)](#), [Loading Chute \(Shandon\)](#)

Cambria

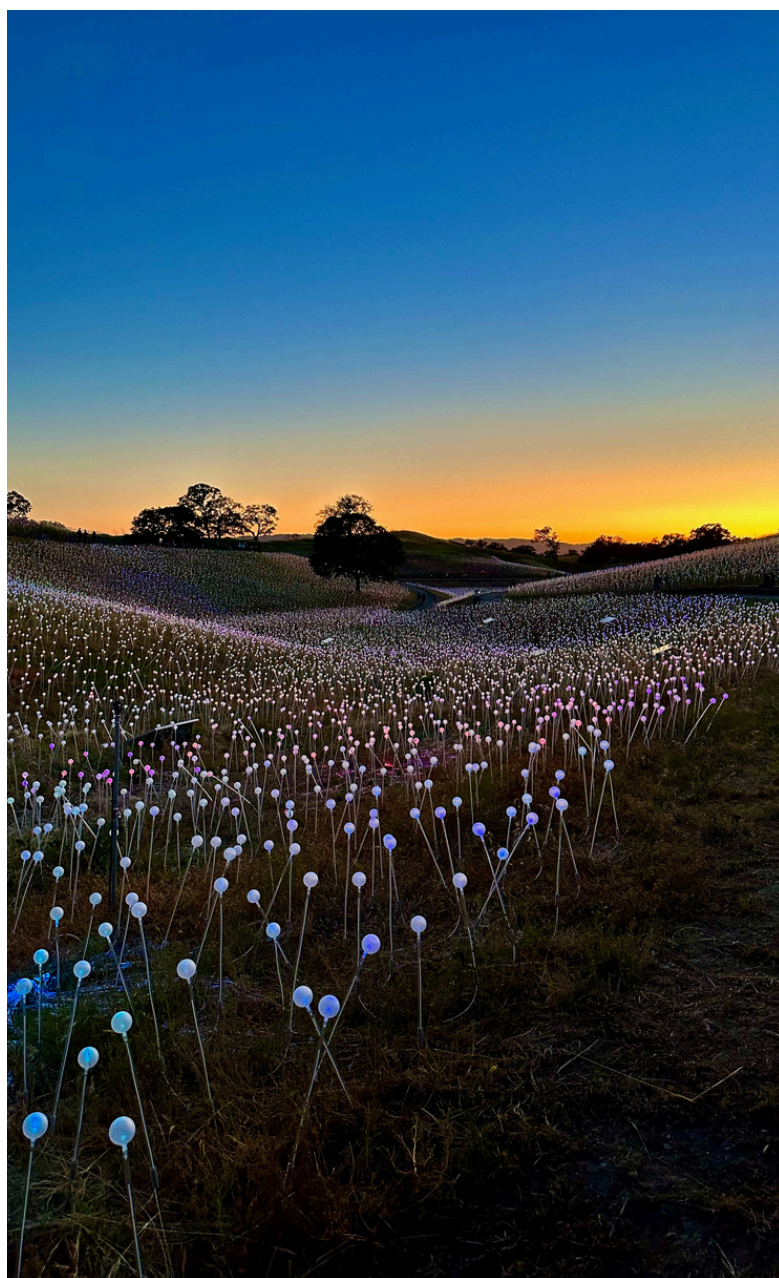
[Moonstone Beach Bar & Grill](#), [Cambria Pines Lodge](#), [Sea Chest](#), [Black Cat](#), [Robin's](#), [Sow's Ear](#)

Morro Bay

[TTognazzinis Docksides Too](#), [Great American Fish Co](#), [Harbor Hut](#),

Things to do

From rolling vineyard drives and charming downtown strolls to luxurious hot springs and hidden gem eateries, Paso Robles offers something for every kind of visitor. This section includes handpicked local experiences—from scenic spots to sip wine, to must-try dining and unique shops—all curated to help you experience the best of our Central Coast home.



Sunset at Sensario Paso Robles

Explore

[Hunter Ranch Golf Course](#)

[Paso Robles Golf Club](#)

[Horseback Rides](#)

[River Oaks Hot Spring Spa](#)

[Sensario Paso Robles](#)

[Park Cinemas](#)

[Tin City](#)

[California Mid-State Fair – Mid July](#)

[Concerts in the Park](#)

[Warbirds Museum](#)

[Pioneer Museum](#)

[Paso Robles History Museum at the](#)

[Mission in San Miguel](#)

[Children's Museum](#)

[Charles Paddock Zoo](#)

— Want more Paso?

More Recommendations?

Tap into the expertise of local trade organizations that know the region inside and out. Whether you're planning a trade visit, scouting for unique experiences, or just looking to make the most of your time in Paso, these trusted sources have curated their recommendations.

[Paso Robles Wine Country Alliance](#)

Your go-to resource for all things wine-related, from vineyard tours to exclusive industry events.

[Paso Robles CAB Collective](#)

The perfect place to find the best Cabernet Sauvignon and Bordeaux blends of Paso Robles.

[Visit SLO CAL](#)

Discover what makes San Luis Obispo County special with curated itineraries, travel inspiration, and the latest updates on events, outdoor activities, and cultural experiences.



Your Home Away from Home

As you explore Paso Robles, let J. Lohr Vineyards & Wines be your home away from home. Whether you're here for trade tastings, industry events, or simply to experience the heart of California's Central Coast wine country, we invite you to relax, sip, and connect with us.

We'd love to see your photos around Paso Robles!
Tag us in your pictures @jlohrwines and #ShareTheLohr



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