



**J. Lohr Vineyards & Wines Announces *Share The Lohr* Podcast:
A Behind-the-Scenes Look Into the People, Places, and Stories Shaping the Wine
Industry**

July 8, 2025, San Jose, CA – [J. Lohr Vineyards & Wines](#) is proud to announce the launch of *Share The Lohr*, a new podcast that offers a behind-the-scenes look into one of California's most beloved family-owned wineries. Hosted by the Lohr family along with members of the wider J. Lohr team, the *Share The Lohr* podcast invites listeners on a journey through the world of wine.

From candid conversations with industry heavyweights to heartwarming personal anecdotes from inside the cellar, *Share The Lohr* offers an unfiltered perspective on an ever changing wine landscape. The show aims to go beyond the bottle and spotlight industry personalities who have partnered with J. Lohr over the past 50 years.

The podcast title draws inspiration from the hashtag #ShareTheLohr, which Cynthia Lohr developed during her tenure as Vice President Marketing. For over a decade, the hashtag has served as a consistent call-to-action on J. Lohr's social media channels, encouraging fans to share their personal wine moments and engage with the brand online. What began as an invitation to "join the conversation"—whether enjoying a glass at home, attending a sponsored event, or visiting one of J. Lohr's Wine Centers in San Jose or Paso Robles—has evolved into a multichannel storytelling platform. Now available on Spotify, Apple Podcasts, and YouTube, the *Share The Lohr* podcast builds on this spirit, offering a new way to connect with consumers and engage even more listeners through impactful conversations.

"For 50 vintages, wine lovers have trusted J. Lohr for quality and value. Now, with the *Share The Lohr* podcast, it's our chance to tell the stories behind the wines—and to shine a light on the collaborations, partnership, and ideas shaping the future of wine. Each episode brings something fresh: a big idea, a lesson learned, or a moment from our family's journey" said Cynthia Lohr, Co-Owner and Chief Brand Officer at J. Lohr Vineyards & Wines.

Designed for wine lovers, curious newcomers, and industry insiders alike, *Share The Lohr* features wide-ranging conversations with acclaimed guests, including:

- **Madeline Puckette**, Content Director & Co-founder of *Wine Folly*, on demystifying wine education and engaging new generations of wine lovers.
- **Kristen Demergian**, Vice President of Sales at Breakthru Beverage Group, on mentorship, leadership, and advancing women in the wine industry.

- **Susan Kostrzewa**, a previous Wine Journalist for *Wine Enthusiast* and currently an esteemed journalist for *James Suckling*, discusses the evolution of wine media and the impact of new and traditional wine communication methods.

"Taste along" recommendations are included in many of the episode descriptions, encouraging listeners to pour a glass and join the conversation. *Share The Lohr* is a continuation of J. Lohr's long-standing commitment to education, storytelling, and creating meaningful connections through wine.

Upcoming episodes will feature guests from across the wine and hospitality industries, including Meridith May, Publisher and Editorial Director of *The Tasting Panel* and *Sommelier Journal*; Kristen Barnhisel, winemaker white wines at J. Lohr; and Sukience Maxwell, Marketing Director at Southern Glazer's Wine & Spirits, on how e-commerce is transforming how consumers discover and buy wine.

The *Share The Lohr* Podcast is available wherever you listen in on [Spotify](#), [Apple Podcasts](#), [YouTube](#), and at jlohr.com/athome/just-released-the-share-the-lohr-podcast. Be sure to follow and subscribe to stay up-to-date with the latest episode reminder.

About J. Lohr Vineyards & Wines

Founded fifty-one years ago by Jerry Lohr and still family-owned and operated today, J. Lohr Vineyards & Wines grows, produces, and bottles a full line of internationally recognized wines from its more than 4,000 acres of Certified California Sustainable estate vineyards in Monterey County's Arroyo Seco and Santa Lucia Highlands appellations, Paso Robles, and St. Helena in Napa Valley. Offering an expressive range of styles that showcase its estate fruit, J. Lohr crafts eight tiers of award-winning wines: J. Lohr Signature Cabernet Sauvignon, J. Lohr Cuvée Series, J. Lohr Vineyard Series, J. Lohr *Gesture*, J. Lohr Pure Paso® Proprietary Red Wine, J. Lohr Estates, J. Lohr Monterey Roots, and ARIEL Vineyards. The company's online home is jlohr.com.

Contact:
Jen Caplan
Colangelo & Partners
jcaplan@colangelopr.com
<https://www.colangelopr.com/>