



J. LOHR

WINE CLUBS

MEMBER NEWSLETTER

Spring 2020

MEMBER NEWSLETTER

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“As long-time family winegrape growers and winemakers, we have worked hard to nurture a healthy and sustainable business at all levels. ”

— Cynthia Lohr

Dear Friends of J. Lohr,

Welcome to spring and the renewal this season signals. While we couldn't have forecasted how much our lives would alter in these few short months as we adjust to a new normal, our extended J. Lohr family is grateful for the big and small blessings that show up daily. Employees becoming grandmothers or first-time parents. Constant communications to ensure we're safeguarding our devoted colleagues while maintaining the highest standards of health and safety best practices. And looking out to lend a hand for all who have helped build J. Lohr Vineyards & Wines across the globe: our distributors; retail, restaurant, hospitality, and third party delivery accounts; our many industry and trade partners; and you, our enthusiastic J. Lohr Wine Clubs members.

As long-time family winegrape growers and winemakers, we have worked hard to nurture a healthy and sustainable business at all levels. This means forecasted available inventory for both your favorite J. Lohr wines and 'gem' discoveries, and a continued high-touch from our fabulous team under the stewardship of Wine Club & Member Services Director, Kasey Martin, and Director of Hospitality & Direct Sales, Jessica Kollhoff. While wine industry events across California are on hold for now, we're prioritizing new ways to connect you with our winemakers and Lohr family members

GREETINGS FROM CYNTHIA LOHR

Spring

2020

as we explore virtual tastings and additional fun and educational content through our social media and digital channels.

This spring J. Lohr Wine Clubs release features many of my favorites. I'm particularly honored to share our J. Lohr *Gesture* Zinfandel, one of my preferred wines when I'm looking to self-comfort and feel indulgent. We can't wait to hear your impressions of this robust, sumptuous red as you #ShareTheLohr for any wines in our vineyard-driven portfolio.

Thank you for your continued trust in, and commitment to, our family label. We hope you find the wines in this spring release delicious, memorable, and ready to bring joy to you and your loved ones. Most importantly, we wish you and yours good health, resilience, and meaningful connections during these unusual times. We continue to be by your side, celebrate your loyalty, and feel blessed to witness the cycle of life that is expressed throughout our vineyards and beyond.

With great gratitude,

Cynthia
Cynthia Lohr



TEN YEARS OF SUSTAINABILITY



Since our first plantings in Monterey County in the early 1970s, the J. Lohr team has helped establish the Central Coast's world-class wine growing reputation. An important part of our success over the decades has been the J. Lohr team's conscientious, "farming for the future" programs. 2020 marks ten years since J. Lohr became one of the very first vineyards and wineries in the state to earn the Certified California Sustainable Winegrowing distinction from the California Sustainable Winegrowing Alliance (CSWA). J. Lohr's commitment to protecting the environment has been a core value of our family-run winery since the beginning.

"We didn't necessarily use the word 'sustainability' back then. But from day one, we were always working to improve the way we take care of our soils, water, air, and other resources in the vineyards and winery." – Jerry Lohr

J. Lohr believes there is a direct relationship between conservation and wine quality. Encompassing four decades, the J. Lohr team has worked hard to be stewards of the land. Through constant experimentation and investment, we have been in the forefront of new "green" technologies and techniques.



LATE BREAKING NEWS

**J. Lohr Named 2020
Green Medal Award
Recipient**

**Winery Receives
Highest Industry Honor
for Sustainability
Commitment**

It has just been announced that J. Lohr Vineyards & Wines has been named the 2020 recipient of the Green Medal Leader Award.

The California Green Medal Sustainable Winegrowing Awards provide recognition to vineyards and wineries that are standard-bearers in implementing the three “E’s” of sustainability: environment, economics, and social equity. The Green Medal inspires others in the wine industry by spotlighting the daily commitment many California growers and vintners make to protecting the environment and enhancing the communities in which they live and work.

In particular, the Leader Award that J. Lohr has won honors the vineyard or winery that “best demonstrates the ability to balance multiple objectives of environmental, economic, and social goals, excelling in these areas with sustainability being clearly integrated into the overall business.”

Beginning in 2005, J. Lohr took a leading role in formalizing the ground rules to help vineyards and wineries establish attainable, ongoing sustainability goals. CSWA certification is achieved by meeting a set of 244 best practices and 95 prerequisites from the Code of Sustainable Winegrowing Practices Self-Assessment Workbook; an independent, third-party auditor painstakingly verifies each applicant’s compliance with the sustainability rules in a variety of areas.

J. Lohr has been awarded the certification every year since the program’s inception. The certification covers all of J. Lohr’s estate vineyards, as well as the company’s wineries in Paso Robles, San Jose, and Greenfield.

“Sustainability at J. Lohr is both an ever-evolving goal and a day-to-day business plan. It includes farming practices that are sensitive to the environment, conscientious winemaking protocols, employee education, principled business procedures, shared research and best practices, and community investment and involvement. These are holistic, self-aware, long-term approaches and programs that are ethical and efficient today while also constantly looking to the future.” – Steve Lohr, CEO

FEATURED RECIPE



Spaghetti Squash Carbonara

From the kitchen of our own Wine Club & Member Service Director Kasey Martin, here's a fresh take on a classic Italian favorite.

Ingredients

4 pounds spaghetti squash (two small or one large)

3/4 cup grated Parmesan

1 large egg yolk

salt and freshly ground black pepper

4 ounces pancetta, cut into 1/4-inch cubes

1 small clove garlic, minced

1/4 teaspoon crushed red pepper flakes

1/3 cup heavy cream

1/4 cup fresh flat-leaf parsley leaves, chopped

Prep Time: 15 min.

Cook Time: 30-45 min.

Servings: 4 people

Directions

1. Preheat the oven to 400F
2. Cut the squash in half crosswise using a serrated knife. Scoop out and discard the seeds with a spoon. Sprinkle flesh with salt. Put the squash flesh side down in a glass baking dish. Cook for 30-45 minutes or until you can poke a fork into the squash, and it goes through the flesh.
3. Meanwhile, mix together the Parmesan, egg yolk, 1/2 teaspoon salt, and a generous amount of pepper in a medium bowl.
4. Cook the pancetta in a large skillet over medium-high heat, stirring occasionally until crisp, about six minutes. Add the garlic and red pepper flakes and cook, stirring until fragrant, about one minute. Stir in the heavy cream, scraping up any brown bits in the pan, and bring to a boil. Reduce the heat to medium, add the squash strands, and toss until well-coated.
5. Add the Parmesan mixture and toss to gently cook the eggs and make a creamy sauce. Stir in the parsley. Divide among 4 plates and serve with more Parmesan, if using, and a green salad on the side.

2018 J. Lohr *Gesture* Grenache Blanc



Grenache Blanc is the light-skinned sibling to the better-known Grenache Noir. Native to northern Spain, it is perhaps best known as one of the approved blending components in the white Châteauneuf-du-Pape of the southern Rhône. This limited release is from vines grown on our beautiful Gean Vineyard in western Paso Robles, a property quickly becoming known for producing outstanding Rhône-style varietals. Winemaker Kristen Barnhisel: “This debut *Gesture* Grenache Blanc delivers ripe green apple and white floral aromatics. The apple flavors are joined by citrus and spice elements, a bright acidity, and a crisp minerality on the palate.”



2016 J. Lohr Carol's Vineyard Cabernet Sauvignon



Our Carol's Vineyard lies in northern St. Helena along the Napa River. The vineyard was planted to 27 acres of Cabernet Sauvignon (Clone 337 on 3309 rootstock) and 4.3 acres of Petit Verdot. The well-drained, gravelly, sandy loam soil and Bordeaux-like climate of the Napa Valley are ideally suited to producing richly textured, luxury-quality fruit. The 2016 growing season progressed slow and steady at Carol's Vineyard, with budbreak arriving on cue in the last week of March. Steady, warm weather from veraison through harvest brought the crop in on the third week of September that year. 92% Cabernet Sauvignon, 8% Petit Verdot.



2018 J. Lohr *Gesture* GSM



Paso Robles has established itself as the West Coast's premier Rhône variety growing region. The source for this limited *Gesture* blend of Grenache (73%), Syrah (24%), and Mourvèdre (3%) is our Gean Ranch – the westernmost vineyard in the Paso Robles AVA. The wine was aged ten months in French oak, 25% being new wood. Our GSM is extremely food friendly, complementing a variety of dishes, from an onion tart to grilled lamb, spicy crab cakes, or a savory vegetable stew.



SPRING RELEASES



2019 J. Lohr Gean Vineyard Grenache Rosé



A new winery-exclusive addition to our J. Lohr Vineyard Series tier. The Grenache Noir fruit for this delicate, refreshing Rosé was grown on our Gean Ranch, located in the far western reaches of the Adelaida district in Paso Robles. “We see beautiful palate weight and mouthfeel without unwanted astringency from this ranch,” comments Director of Winemaking Steve Peck. “We love the passionfruit, guava, and light berry aromas captured in this vintage of Grenache Rosé. Notes of strawberry spread across the palate with a cleansing, citrus-sorbet finish. Serve well chilled and enjoy in its youth.”



2016 J. Lohr Cuvée St. E



The inspiration for our J. Lohr Cuvée St. E comes from the Grand Cru wines of Saint-Émilion on the Right Bank of Bordeaux. Cabernet Franc is often the main component of the district’s wines. Director of Winemaking Steve Peck: “The 2016 J. Lohr Cuvée St. E captures the ripe but savory side of its Bordeaux varieties. Dark in color with a bright garnet hue, the aromas of red currant, roasted coffee, and dark chocolate lead to a palate of ripe plum and dried herbs. Tightly wound tannins are treasured in Cabernet Franc and present the greatest reward after a few years of bottle age.” Final blend: Cabernet Franc 53%, Cabernet Sauvignon 41%, Merlot 3%, Malbec 2%, Petit Verdot 1%.



2018 J. Lohr Gesture Viognier



The grapes for J. Lohr *Gesture Viognier* are grown on our Gean Vineyard in the Adelaida District of western Paso Robles. Gean, planted in 2010, is the western-most vineyard in the appellation. With a climate nearly identical to that of the Northern Rhône, this vineyard’s terroir is a perfect match for Viognier. We harvested Block 14 and Block 5 in mid-September that vintage. The 2018 *Gesture Viognier* is a blend of both blocks, each contributing its own individuality to the final wine’s exotic aromas and flavors of jasmine, white peach, lemon custard, and spice.

2018 J. Lohr Fog's Reach Pinot Noir



Steve Lohr noticed that tendrils of fog making their way off nearby Monterey Bay stopped just shy of our most coveted blocks of Pinot Noir in the Arroyo Seco appellation – and so this wine had its name. Comprised of multiple, early-ripening Dijon Pinot Noir cultivars (clones 115, 667, 777), as well as late-ripening Pommard 4, the vines are grown on extremely well-drained gravelly loam soils underlain by large, potato-sized cobblestones. The unique combination of climate, soil, and viticulture produces deeply colored, elegant Pinot Noir with refined structure and flavor.



2018 J. Lohr Gesture Mourvèdre



Mourvèdre is a historic red grape variety well known in Spain and France's southern Rhône. The source for our Mourvèdre is the Gean Ranch, home to many of our *Gesture* program wines. The farming plan there brings the crop to just one cluster per shoot prior to veraison to intensify flavor. The wine was aged for almost a year and a half in French oak puncheons to add polish but also preserve this release's dense fruit core. Director of Winemaking Steve Peck: "Mourvèdre shows complex aromas of tobacco, bay laurel, coffee grounds, and soy. Deep, dark berry fruit, firm tannins, and bright acidity combine for a long, complex finish."



2017 J. Lohr Gesture Zinfandel



Our *Gesture* Zinfandel is a blend of fruit grown in the Paso Robles Willow Creek District. A small amount of Petite Sirah and Alicante Bouchet were included in the final cépage. Director of Winemaking Steve Peck: "The bright, ripe red fruit character of this limited Zinfandel is reflective of the terroir of Paso Robles. Briary raspberry and dried cherry flavors are overlaid with notes of toasted hazelnut. This wine has medium palate weight and a zippy acidity that carries the long finish."



SPRING RELEASES



2018 J. Lohr Highlands Bench Pinot Noir



Our Highlands Bench Pinot Noir originates from the Costa Vineyard, just west of the Soledad Mission in the Santa Lucia Highlands appellation of Monterey. We partnered with the Costa family in 2008 to establish a vineyard in this great location, choosing the highest elevations and most gravelly soils for planting five different clones of Pinot Noir. The close proximity to Monterey Bay, the eastern slope, aspect, and elevation provide an ideal environment for growing intensely flavored Pinot Noir. Director of Winemaking Steve Peck: “The 2018 J. Lohr Highlands Bench Pinot Noir shows raspberry and black tea on the nose, with layers of holiday spice and dusty tannins following the delicately piquant strawberry finish.”



2011 J. Lohr Hilltop Cabernet Sauvignon - Library Release



A very special release from the Lohr family’s library. The 2011 Hilltop Cabernet Sauvignon was grown on a handful of select vineyard sites in the Paso Robles AVA. The Cabernet vines were naturally stressed in the dry, often very gravelly soils. Water is at a premium in these vineyards, enabling the viticulturist to fine-tune irrigation, producing the darkest fruit with resolved tannins. The 2011 J. Lohr Hilltop Cabernet Sauvignon shows aromas of violet and ripe black plum. The dense but approachable mid-palate is followed by a round, intense fruit finish. Six years of cellaring has brought this lovely wine to full maturity.



2015 J. Lohr Tower Road Petite Sirah - Library Release



The Petite Sirah grape, also called Durif, is a cross between Syrah and Peloursin. Petite Sirah is lightly planted elsewhere in the world; in California, though, it has developed almost cult-like status. In the Estrella and San Miguel districts of Paso Robles, in the vineyards surrounding Tower Road, our Petite Sirah thrives on the area’s well-drained yet heavier clay soils. An inviting bouquet of toasted pastry frames the dark fruit characters of blackberry and olallieberry on the palate. Our gentle approach to winemaking delivers a rich and dense tannin structure that pairs well with grilled meats and vegetables.

2014 J. Lohr Hilltop Cabernet Sauvignon - Library Release



J. Lohr Hilltop Cabernet Sauvignon is grown on select, elevated vineyards in the Paso Robles AVA that we have been farming for decades. Blessed with long summer days of intense sunshine, our near 100°F daytime temperatures are followed with chilly, ocean-cooled nights in the 50s. The wine was aged in French oak barrels for sixteen months, with 60% being new wood. Director of Winemaking Steve Peck: “The 2014 Hilltop is a great example of our house style of “dense but soft” Cabernet Sauvignon. Blackberry and currant aromas and flavors are supported by a touch of hazelnut and cocoa powder from the French oak barrel signature.”



2014 J. Lohr Carol's Vineyard Cabernet Sauvignon - Library Release



Carol's Vineyard lies in northern St. Helena along the Napa River. The vineyard was named in honor of Jerry's Lohr's late wife, Carol Waldorf Lohr. The 2014 vintage comes from 16.4 acres of Cabernet Sauvignon (Clone 337 on 3309 rootstock) and 4.3 acres of Petit Verdot (Clone 400 on 3309 rootstock). The well-drained, gravelly, sandy loam soil and Bordeaux-like climate of the Napa Valley is ideally suited to producing richly textured, luxury-quality fruit. The finished wine is composed of 79% Cabernet Sauvignon and 21% Petit Verdot. Director of Winemaking Steve Peck: “The 2014 vintage expresses this classic valley floor site in an approachable way. Savory fruit elements are wrapped in a barrel signature of hazelnut and cocoa powder. Firm and angular in structure but softening now with bottle age, with deep red and blue fruits on the finish.”



SPRING RELEASES



2011 J. Lohr Cuvée St. E - Library Release



Here is a stellar example of a Bordeaux-style blend that has been cellared and allowed to achieve a superbly balanced maturity. Our Cuvée St. E is based primarily on Cabernet Franc from our vineyards in Paso Robles, with the addition of Merlot, Cabernet Sauvignon, Malbec, and Petit Verdot. The wine was aged for 15 months in French oak cooperage, of which 65% was new wood. Director of Winemaking Steve Peck's tasting notes: "The initial aroma is plum confection with chocolate and hazelnut. Zesty pomegranate fruit and blood orange linger on the palate. The finish is long and soft, with a rich dark-fruited chocolate and vanilla character. Drinking beautifully now."



2015 Gesture GSM - Library Release



This luscious Rhone-style blend is composed of 75% Grenache, 22% Syrah and 3% Mourvèdre. The vineyard source for the Grenache and Mourvèdre is our Gean Ranch, the westernmost vineyard in the entire Paso Robles AVA. The Syrah component for this GSM blend is grown at the Terra Bella Vineyard, which, like Gean, is located in the Adelaida District. Director of Winemaking Steve Peck's tasting notes: "Intense strawberry and candied fruit aromas dominate, while integrated notes of fennel and nutmeg suggest the aging in classic French oak puncheons. With a bit of time in bottle now, rich and inviting on the palate, with a fresh berry sorbet finish." Pairs well with grilled meats or fish seasoned with traditional Herbes de Provence.



WINTER RELEASES & PRICING

WINEMAKERS' SELECTION



	RETAIL	CLUB
2018 <i>Gesture</i> Grenache Blanc.....	\$30.00	\$25.50
2016 J. Lohr Carol's Vineyard Cabernet Sauvignon....	\$60.00	\$51.00
2018 J. Lohr <i>Gesture</i> GSM.....	\$30.00	\$25.50
2017 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$21.25
	<i>subtotal</i> \$145.00	\$123.25*
	<i>San Jose Pick-ups</i>	\$134.65
	<i>Paso Robles Pick-ups</i>	\$132.19

BARREL SOCIETY



Assorted

2016 J. Lohr Cuvée St. E.....	\$50.00	\$40.00
2018 J. Lohr Fog's Reach Pinot Noir.....	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Viognier.....	\$30.00	\$24.00
2019 J. Lohr Gean Vineyard Grenache Rosé.....	\$22.00	\$17.60
2018 J. Lohr <i>Gesture</i> Mourvèdre.....	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$20.00
	<i>subtotal</i> \$192.00	\$153.60*
	<i>San Jose Pick-ups</i>	\$167.81
	<i>Paso Robles Pick-ups</i>	\$164.74

Reds Only

2016 J. Lohr Cuvée St. E.....	\$50.00	\$40.00
2011 J. Lohr Hilltop Cabernet Sauvignon.....	\$47.00	\$37.60
2018 J. Lohr Highlands Bench Pinot Noir.....	\$35.00	\$28.00
2015 J. Lohr Tower Road Petite Sirah.....	\$39.00	\$31.20
2018 J. Lohr <i>Gesture</i> Mourvèdre.....	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$20.00
	<i>subtotal</i> \$224.00	\$179.20*
	<i>San Jose Pick-ups</i>	\$197.52
	<i>Paso Robles Pick-ups</i>	\$193.91

*pricing does not include sales tax or shipping



VINEYARDS SELECT SOCIETY



	RETAIL	CLUB
2014 J. Lohr Carol's Vineyard Cabernet Sauvignon....	\$64.00	\$51.20
2014 J. Lohr Hilltop Cabernet Sauvignon	\$47.00	\$37.60
2015 J. Lohr <i>Gesture</i> GSM.....	\$34.00	\$27.20
2018 J. Lohr <i>Gesture</i> Mourvèdre.....	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$20.00
2018 J. Lohr Highlands Bench Pinot Noir.....	\$35.00	\$28.00
2011 J. Lohr Cuvée St. E.....	\$60.00	\$48.00
2016 J. Lohr Cuvée St. E.....	\$50.00	\$40.00
	<i>subtotal</i>	\$339.00 \$271.20*
	<i>San Jose Pick-ups</i>	\$296.29
	<i>Paso Robles Pick-ups</i>	\$290.86



J. LOHR
VINEYARDS & WINES

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