

NEWSLETTER



J. LOHR

WINE CLUBS

MEMBER NEWSLETTER

Fall 2020

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“Here in Paso Robles, 2020 has been a growing season with mild, relatively cool weather.”

— Brenden Wood

Dear Friends of J. Lohr,

I hope this finds you and your family and friends well and safe. As you are reading this, the 2020 harvest is in full swing in our Monterey, Paso Robles, and Napa Valley vineyards. This fall marks my 17th crush at J. Lohr. As you can imagine, it's a busy, around-the-clock time of year for our hard-working vineyard and cellar teams. But it's also a beautiful, special time that reminds us that nature has its own ongoing plan and seasons – despite the current human health crisis. I am very proud of our team members who have collaborated wonderfully on implementing safety protocols throughout our estates and facilities – to keep everyone healthy while still getting the annual harvest in at peak ripeness and quality.

Here in Paso Robles, 2020 has been a growing season with mild, relatively cool weather, followed by some late season heat waves. We were thankful to see a dry January and February give way to a wet March and April with lots of rain. This late season rain came at the right time to provide the vines with nearly all the moisture they needed to thrive throughout the growing season. With the absence of any extreme temperature swings, we made it through spring with no frosts; summertime daily highs were less than 85 degrees, up to the beginning of veraison the last week of July. The combined result has been a steady growing season with modest yields. Our first pick of the 2020 harvest in Paso Robles was Syrah from our Buena Vista Road Vineyard about a mile from the Home Ranch. So far, the quality of the fruit arriving at the winery is very high indeed. We'll keep you posted on the progress of the eventual J. Lohr 2020 vintage wines.

In the meantime, we have some sensational new releases from previous harvests to share with you. This fall members' shipment includes several wines that you will be the very first to try. I look forward to your input on new versions of club favorites, such as the 2018 J. Lohr Hilltop Cabernet Sauvignon and the 2018 J. Lohr *Gesture* Syrah from the Adelaida District. And limited release wines from our 'winery exclusive' roster, including our second J. Lohr Home Ranch Petit Verdot. This wine is 100% Petit Verdot and was expertly farmed on Block 7 of our Home Ranch by vineyard manager John Pierini. Our viticultural and winemaking goal is to showcase the lovely blueberry, plum, and floral character of this variety in its purest expression. Only 300 cases were produced. I hope you enjoy these new wines as much as we've had fun making them.

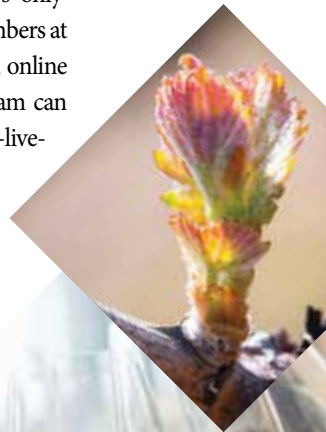
Also, a quick reminder to take advantage of our many 'members only' offerings, especially in the virtual realm. We miss seeing our club members at our J. Lohr Wine Centers but we continue to stage many interactive, online tastings and events where the Lohr family and our winemaking team can interact with our valued members. Please visit jlohr.com/virtual-live-events to learn more.

As always, from all of us at J. Lohr, our deep gratitude for your friendship and support of our winegrowing efforts. I look forward to chatting with you soon at an upcoming virtual tasting session.

Cheers,

Brenden


Brenden Wood
J. Lohr Red Winemaker



FEATURE ARTICLE


J. LOHR

Paso Robles Legends



Paso Robles, on California's dramatic Central Coast, has joined the ranks of the world's top winegrowing regions. But long before it boasted tens of thousands of vineyard acres and more than 200 wineries, Paso Robles was the Old West. It was a place of pioneers, of history, of legends. Presidents and celebrities visited the nearby Mission San Miguel Arcángel or bathed in the local mineral springs. Even the outlaw Jesse James called Paso Robles home for a time. Today, Paso Robles embraces both its historic legends and its modern era icons.

J. Lohr and Paso Robles winegrowing are synonymous. Jerry Lohr and his team's pioneering efforts helped launch the modern wine industry in Paso Robles, beginning with their first plantings in the area in 1986. Our 'J. Lohr Paso Robles Legends' program takes a look back at the dedication, hard work, and risk taking that went into the making of an entire appellation and one of its best-known labels. Thirty-plus years of Family, Place, and Craft in Paso Robles have given J. Lohr a unique perspective on the region. When visiting jlohr.com/legends, you'll explore the roots of Jerry Lohr's vision here. We'll also weave in the fascinating histories of



other local legends and landmarks: the native peoples who first settled in the area, the mission and hot springs, the arrival of the railroad and the town's founding, and the establishment of now famed J. Lohr vineyards such as Hilltop and Beck.

The soils and climate of Paso Robles have proven perfect for growing the traditional Bordeaux and Rhône varieties that make up the majority of the J. Lohr red wines portfolio. Iconic wines like J. Lohr Estates Seven Oaks Cabernet Sauvignon and J. Lohr Hilltop Cabernet Sauvignon are created here, as well as new favorites like the highly regarded J. Lohr Pure Paso™ Proprietary Red Wine.

Besides a history lesson, at jlohr.com/legends you'll also find great local recipes and profiles and stories of our Paso Robles team – folks who are continuing to set the winegrowing bar here. You can also follow along and join the conversation on social media using #JLohrLegends. J. Lohr Paso Robles Legends is a fun, compelling look at the past, present, and future of one of the world's great winegrowing regions – a special place J. Lohr is proud to call home.

Paso Robles AVA Fast Facts

- Paso Robles is California's largest non-county appellation.
- Total area: 614,000 acres
- Vineyard acres: 40,000+
- First local wine grapes planted by Franciscan friars in 1790.
- The Paso Robles AVA has 11 recognized sub AVAs
- Top 4 most planted vinifera varieties: Cabernet Sauvignon, Merlot, Syrah, Zinfandel



Grilled Steak with Mushrooms and Garlic Herb Butter

From the kitchen of our own Marketing Manager Josh Baldovino, here is a tried-and-true Cabernet Sauvignon pairing. Find more recipes and pairings at jlohr.com/recipes.

Ingredients

- 2 (12-18oz.) 2" thick ribeye steaks, at room temperature
- salt and pepper to taste
- 4 Tbsp. olive oil
- 6 ounces mushrooms, sliced
- 3 garlic cloves, minced
- 1 Tbsp softened butter
- 1 tsp thyme, chopped
- 1 tsp rosemary, chopped
- 1 tsp oregano, chopped
- Garlic Herb Butter
 - 4 Tbsp softened butter
 - 1 tsp thyme, chopped
 - 1 tsp rosemary, chopped
 - 1 tsp oregano, chopped
 - 3 garlic cloves, minced

Directions

1. Preheat your grill on high for 5-10 minutes.
2. In a small cast iron skillet (this can be done directly on the grill or on a stovetop), add 2 tablespoons of olive oil, and one tablespoon of butter, mushrooms, garlic, thyme, rosemary, and oregano. Cook for about three minutes. Set aside.
3. Generously brush remaining olive oil and season all sides of the steak with salt and pepper.
4. Place the steaks on the grill and cook until charred or golden brown, about 5-8 minutes.
5. Flip the steaks over and cook for an additional 5-8 minutes or until the internal temperature is about 130°F/54°C for medium-rare.
6. Meanwhile, make the garlic herb butter by mixing the softened butter, garlic, and remaining herbs.
7. Once the steak has cooked, slather the top of the steaks with the garlic herb butter and transfer the steak to a cutting board. Tent loosely with foil, and let it rest 5 minutes before slicing.
8. Top sliced steaks with mushrooms and serve with grilled asparagus and 2018 J. Lohr Hilltop Cabernet Sauvignon.

Prep Time: 15 min.

Cook Time: 30 min.

Servings: 2-4 people

2019 J. Lohr F&G Vineyard Sauvignon Blanc



The cool weather of the 2019 growing season in Monterey's Arroyo Seco enhanced the classic citrus character of the Sauvignon Musqué clone fruit, while the afternoon winds off the bay helped slow maturity and increase texture. This wine is a blend of five different harvests, each capturing a unique facet of the grape to build complexity in the final blend. Winemaker Kristen Barnhisel's notes: "Pale yellow in color, with aromas of honeysuckle, Meyer lemon, and mineral with a hint of fig. The palate displays bright flavors of ripe grapefruit, kiwi, and pear, with rich palate texture and a long finish provided by the French oak and acacia wood barrels and puncheons. Serve as an aperitif with goat cheese or marinated prawns, or alongside an entrée of lemon-herb trout."



2019 J. Lohr F&G Vineyard Pinot Blanc



Pinot Blanc was one of the original varieties planted in the Arroyo Seco by Jerry Lohr in 1972. This true Pinot Blanc was grown on our sustainably farmed joint venture, the F&G Vineyard. During last year's crush, we harvested this vineyard in two picks - the first to spotlight the bright acidity that is the 'Alsatian side' of this grape; the second to provide riper, melon flavors and rich texture to extend the finish. Winemaker Kristen Barnhisel's notes: "Pale yellow in color, with aromas of paperwhites, melon, and pear. These aromas are complemented on the palate by the complex flavors of ripe Fuji apple and Meyer lemon, with creamy texture and a long finish. Pair with an apple-fennel salad or shellfish with lemon aioli."





2019 J. Lohr Gesture Grenache Blanc



The grapes for the *Gesture* Grenache Blanc are grown on our Gean Vineyard in the Adelaida District of western Paso Robles. With a climate nearly identical to that of the northern Rhône, the warm days with southern and western exposures on this hillside vineyard help to naturally develop ripe, lush flavors, while the cool nights allow for hangtime, giving the wine power and depth. We harvested the block in two picks, to optimize flavor development, on September 19th and October 8th of last year. Winemaker Kristen Barnhisel’s notes: “Offers aromas of apple blossom, daffodil, lemongrass, and Asian pear. These aromas are complemented by the elegant, balanced palate of ripe green apple, lemon zest, and a hint of white nectarine, with smooth minerality and a long, textured finish. Serve with a Bouillabaisse or grilled halibut.”



2018 J. Lohr Highlands Bench Pinot Noir



Our Highlands Bench Pinot Noir is grown on the Costa Vineyard 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. Our top blocks for the season were Dijon clone 777 blended with a small percentage of the Joseph Swan clone. Aged eight months in French oak Burgundy barrels. Director of Winemaking Steve Peck’s notes: “On the nose, displays fragrant raspberry and black tea; on the palate, the red fruit component is joined by layers of holiday spice and dusty tannins that follow the delicately piquant strawberry finish. Delicious with beef carpaccio, Oysters Rockefeller, or grilled lamb.”

2018 J. Lohr Shotwell Vineyard Malbec



The J. Lohr Shotwell Vineyard is located in the El Pomar District of the Paso Robles AVA. The climate here is a moderate ‘Region II’ on the Winkler Index, which characterizes it as a quite cool location for late-ripening red Bordeaux varieties. The tightly spaced, cordon-trained, spur-pruned planting of Malbec clone 596 was planted in 2015 on a steep, north-facing slope. A small amount of Merlot and Cabernet Sauvignon were included in the final blend. Aged 18 months in thin-staved, medium-plus toast French oak barrels from cooper Nadalié. Winemaker Brenden Wood’s notes: “Abundant with color, offers aromas of milk chocolate, cherry, and violet. The texture is super soft, with plum, raspberry, hibiscus, and a touch of cracked pepper on the palate. Enjoy this exuberant wine with a seafood paella or an Argentine-style beef asado.”



2018 J. Lohr Hilltop Cabernet Sauvignon



The 2018 Hilltop Cabernet Sauvignon is primarily sourced from the relatively cool El Pomar District sub-AVA in Paso Robles, where the J. Lohr Shotwell Vineyard is located. A smaller portion is from the J. Lohr Beck Vineyard, located at a 1,700 foot elevation in the Creston District, and a collection of other sites in the Paso Robles AVA. The final blend contains a bit of Petit Verdot and Malbec. Aged 18 months in thick-staved French oak barrels, 70% being new wood. Winemaker Brenden Wood’s notes: “Effusive with fresh varietal aromas of black cherry and hints of toasted pastry and baking spice. Dense and soft on the palate. Elegant layers of black and red currant flavors leave a bright finish. Delicious with rosemary-seasoned ribeye and garlic roasted potatoes with parsnips and fennel.”





2018 J. Lohr Shotwell Vineyard Cabernet Sauvignon



Shotwell Vineyard is located in the El Pomar District of Paso Robles. The climate here is a moderate Region II on the Winkler Index, which characterizes it as a quite cool location for growing the late-ripening Cabernet Sauvignon variety. 2018 was one of those "Miracle March" vintages where Mother Nature provided a series of storms that brought the majority of the seasonal rainfall within a few short weeks. At harvest, we selected block 8, Clone 47 Cabernet grafted to 5BB rootstock for this bottling, due to its true-to-type varietal expression and energetic palate. The wine was aged 19 months in 60-gallon French oak barrels, with 33% being new wood. Winemaker Brenden Wood's notes: "The 2018 J. Lohr Shotwell Vineyard Cabernet Sauvignon is a pure expression of this noble variety from six year-old vines from a single vineyard block. Black currants, black cherry, and tobacco shape the nose. A firm and energetic structure on the palate gives way to plum, cassis, and anise. Its classic Cabernet Sauvignon flavors will pair well with hanger steak seasoned with green peppercorn sauce, and served with roasted cauliflower."



2018 J. Lohr Home Ranch Cabernet Franc



Our Cabernet Franc was grown on the J. Lohr Home Ranch in the warmer Region III Estrella District of Paso Robles. The block was planted in 2007 in an east-west row orientation with clone 327 Franc grafted to low-vigor 420A rootstock. Our farming plan includes removing leaves from the fruit zone on the north side of the vines in June, and reducing the crop to one cluster per shoot in late July. This practice assures small, concentrated berries that lead to a luxurious level of flavor and color intensity in the wine. Aged 19 months in French oak Bordeaux barrels, 40% being new wood. Final blend: 89% Cabernet Franc, 8% Cabernet Sauvignon, 3% Merlot. Director of Winemaking Steve Peck's notes: "This second release of our J. Lohr Home Ranch Cabernet Franc showcases fruit from the vineyard surrounding our Paso Robles Wine Center. Concentrated ripe black plum and fresh red fruit jump from the glass. The palate is supple with a structured finish with savory undertones. Should prove a perfect match to grilled lamb or a roasted beet salad."

2018 J. Lohr Home Ranch Petit Verdot



Petit Verdot is one of the five classic Bordeaux varieties. It was grown on the J. Lohr Home Ranch in the warmer Region III Estrella District of Paso Robles. The block was planted in 2008 to an east-west row orientation with clone 400 on low-vigor 420A rootstock. A highly fruitful variety, Petit Verdot requires extensive shoot and fruit thinning; this protocol favors good canopy development and allows sunlight to envelop every berry on every cluster. Aged 18 months in French oak barrels from cooper François Frères. Winemaker Brenden Wood's notes: "Ripe plum and lilac aromas are joined by subtle cedar and anise notes from the barrel aging. The flavors are brambly and bright on entry, with pomegranate and tart cherry on the finish. Pair with mushroom risotto as a main course or end the meal with this finely-textured red alongside aged hard cheeses, almonds, and dried fruit."



2018 J. Lohr Gesture Syrah



The two vineyard sources for the 2018 *Gesture* Syrah are the Terra Bella Vineyard and the G2 Vineyard. The Terra Bella planting is in the Adelaida district on an east-facing slope at an 1,800 foot elevation. The G2 property that we have sourced from for over a decade is in the center of the Willow Creek District. The calcareous soils and steep slopes on these properties are ideal for producing intensely concentrated flavors in our favorite Syrah clone, 877. Aged for 16 months in 60-gallon French oak barrels from coopers Cadus and François Frères. Director of Winemaking Steve Peck's notes: "This 2018 J. Lohr *Gesture* Syrah shows aromas of black plum and blood orange with a touch of cardamom spice. The bright palate is laden with bushberry and ample torque to carry this release for a decade in the cellar. Should prove an outstanding pairing with a pan-seared ribeye steak or a classic ratatouille."



FALL RELEASES



2013 J. Lohr Cuvée PAU – Library Selection



As the second in a string of three very favorable vintages, 2013 may be remembered as the best since 2007 for Paso Robles Cabernet Sauvignon. The most defining element of the vintage was the ideal daytime temperatures during veraison in late July and early August while the fruit was coloring up. This “Goldilocks fortnight” (not too hot, not too cold) resulted in exceptional phenolic development and some of the darkest colored Cabernet we’ve ever made. Temperate weather through the harvest period allowed us to pick this block at ideal maturity without concern for rain or heat spikes. This Bordeaux-style blend was aged 18 months in French oak cooperage, 60% being new wood. Final composition: Cabernet Sauvignon 88%, Petit Verdot 9%, Malbec 2%, Merlot 1%. Director of Winemaking Steve Peck’s notes: “The varietal aromas are effusive in this 2013 J. Lohr Cuvée PAU. The savory Cabernet Sauvignon works with the blue-fruited Petit Verdot in this blend to showcase a delicate hazelnut-like barrel bouquet. The bright palate is dense with ripe fruit, leaving notes of blackberry, anise, and coffee. Open and decant an hour before serving for full expression. A great pairing with grilled beef or lamb.”



2016 J. Lohr Cuvée PAU



The inspiration for this blend comes from the Grand Cru wines of the Pauillac district of Bordeaux which are primarily Cabernet Sauvignon and Merlot, with occasional accents of Cabernet Franc, Malbec, and Petit Verdot. Good ripening weather at our Gean Vineyard in western Paso Robles arrived on time for an October 25th harvest of the Cabernet Sauvignon component, just days before a season-ending rain shower arrived. Aged 18 months in Bordeaux-style French oak cooperage, 60% being new wood. Final blend: 65% Cabernet Sauvignon, 21% Cabernet Franc, 13% Petit Verdot, 1% Malbec. Director of Winemaking Steve Peck’s notes: “Displays concentrated aromas of black currant and black cherry along with oak-inspired notes of anise, cedar, and cigar box. Classic and oily on the palate, leaving cherry, plum, and granite on the finish. Open and decant an hour before serving for full expression. Serve with grilled lamb chops and rosemary potatoes.”



FALL RELEASES & PRICING

WINEMAKERS' SELECTION



	RETAIL	CLUB
2018 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$29.75
2018 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$25.50
2018 J. Lohr Home Ranch Petit Verdot	\$45.00	\$38.25
2019 J. Lohr F&G Vineyard Sauvignon Blanc	\$25.00	\$21.25
<i>subtotal</i>	\$135.00	\$114.75*
<i>San Jose Pick-ups</i>	\$125.36	
<i>Paso Robles Pick-ups</i>	\$123.64	

BARREL SOCIETY



Assorted

2018 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2018 J. Lohr Shotwell Vineyard Cabernet Sauvignon	\$45.00	\$36.00
2018 J. Lohr Highlands Bench Pinot Noir	\$35.00	\$28.00
2019 J. Lohr F&G Vineyard Pinot Blanc	\$30.00	\$24.00
2019 J. Lohr <i>Gesture</i> Grenache Blanc	\$30.00	\$24.00
<i>subtotal</i>	\$205.00	\$164.00*
<i>San Jose Pick-ups</i>	\$179.17	
<i>Paso Robles Pick-ups</i>	\$176.71	

Reds Only

2018 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2018 J. Lohr Shotwell Vineyard Cabernet Sauvignon	\$45.00	\$36.00
2018 J. Lohr Home Ranch Cabernet Franc	\$60.00	\$48.00
2018 J. Lohr Shotwell Vineyard Malbec	\$60.00	\$48.00
2018 J. Lohr Home Ranch Petit Verdot	\$45.00	\$36.00
<i>subtotal</i>	\$275.00	\$220.00*
<i>San Jose Pick-ups</i>	\$240.35	
<i>Paso Robles Pick-ups</i>	\$237.05	

*pricing does not include sales tax or shipping

VINEYARDS SELECT SOCIETY



	RETAIL	CLUB
2018 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2018 J. Lohr Shotwell Vineyard Cabernet Sauvignon	\$45.00	\$36.00
2018 J. Lohr Home Ranch Cabernet Franc	\$60.00	\$48.00
2018 J. Lohr Shotwell Vineyard Malbec	\$60.00	\$48.00
2018 J. Lohr Home Ranch Petit Verdot	\$45.00	\$36.00
2013 J. Lohr Cuvée Pau	\$56.00	\$44.80
2016 J. Lohr Cuvée Pau	\$50.00	\$40.00
<i>subtotal</i>	\$381.00	\$304.80*
<i>San Jose Pick-ups</i>	\$332.99	
<i>Paso Robles Pick-ups</i>	\$328.42	



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VINEYARDS & WINES

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