



# J. LOHR

WINE CLUBS

## MEMBER NEWSLETTER

Winter 2021

### INSIDE THIS ISSUE

2

*Greetings From  
Steve Lohr*

4

*J. Lohr Signature  
Cabernet Sauvignon*

6

*Featured Recipe  
and Pairing*

*“We truly hope that you, your family and friends are staying healthy and safe, and wish support for those who are less fortunate.”*

— Steve Lohr

*Dear Friends of J. Lohr,*

It is not often that we bid adieu to a year with such enthusiasm. However, 2020 was such a year. With COVID-19 and everything else that was taking place in our society, we are happy to put 2020 behind us and work toward positive outcomes this year. We truly hope that you, your family, and friends are staying healthy and safe, and wish support for those who are less fortunate.

In our last J. Lohr Wine Clubs Member Newsletter, J. Lohr Red Winemaker Brenden Wood spoke to the temperate 2020 growing season with modest yields and high-quality fruit. After a two-day tasting in December with our family, winemakers, and viticulture management of 148 lots of red wine that we produced from the recent harvest, I can honestly say that 2020 will be another great year for wine quality. J. Lohr President/COO Jeff Meier recently remarked that we are going to have to be careful with our use of superlatives after a string of so many delicious vintages. I agree with him and yet, for you our wine club members, isn't that consistency of rich, flavorful wines the reason that you are with us?

Effective with this shipment, we are delighted to offer our Vineyards Select Society club members a new perk – customization. Should you wish to add to or replace some of your club selections with other wines from a curated list, feel free to do so. Our Hospitality and Member Services team is always available to answer any questions you may have.

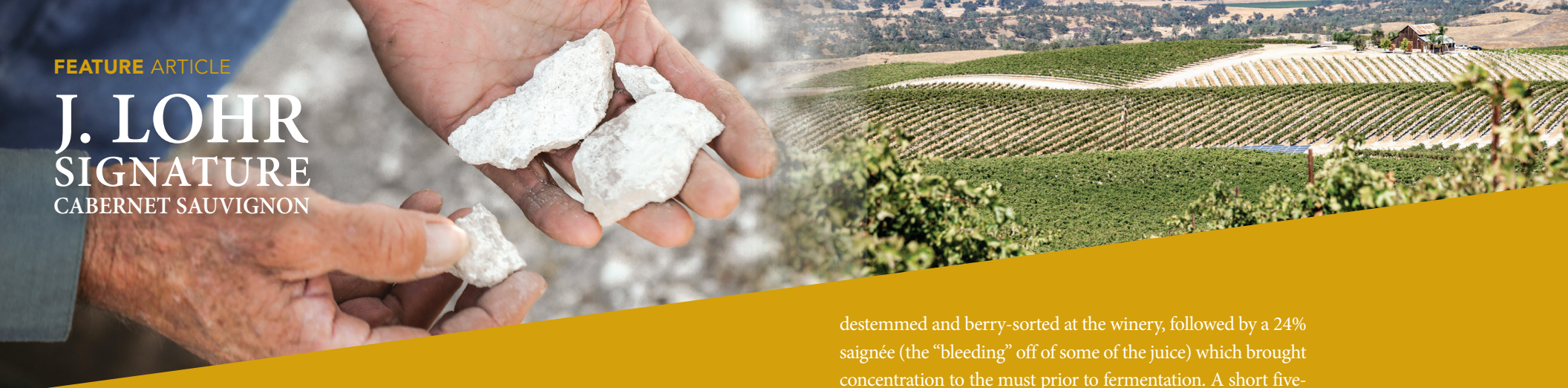
While we prune our vines, blend our wines, and stir the lees in our Chardonnay, we are busy remodeling our Paso Robles Wine Center. When we reopen, you will find a comfortable, inviting space with seated tastings and decorative cues highlighting our farming heritage. We will also remodel our event room into a tasting salon exclusively for the use of our wine club members and elevated tasting experiences. By summer, or as COVID-19 allows, we hope to welcome you back to both of our J. Lohr Paso Robles and San Jose Wine Centers. In the meantime, feel free to join us at one of our many virtual tastings and educational discussions on Instagram or Facebook, and visit 'At Home with J. Lohr' for the latest DIY inspiration. Alternatively, book a private virtual tasting with us – we miss seeing you!

It is with tremendous gratitude that we announce that Diane Moreno, our Paso Robles Wine Center and Hospitality Manager for the last 17 years, retired on January 31. Diane was instrumental in building the high level of customer service that you have come to expect from us over the years. We wish her the best as she now has more time to travel, with a return to Portugal at the top of her list.

Wishing you cozy times with great wine and those close to you,

**Steve Lohr**  
CEO, J. Lohr Vineyards & Wines

# J. LOHR SIGNATURE CABERNET SAUVIGNON



*J. Lohr Signature Cabernet Sauvignon* was first introduced in January of 2017 to honor the 80th birthday of founder Jerry Lohr. The concept was straight forward: to produce the ultimate red wine in the J. Lohr portfolio as a tribute to Jerry and his team’s pioneering winegrowing efforts in the Paso Robles appellation. The debut 2013 Signature vintage wowed reviewers and collectors alike, taking its place among the very best luxury Cabernets that California has to offer.

## A SPECIAL SITE

The J. Lohr Beck Vineyard, in the Creston District of Paso Robles, is a unique, high elevation site that sits at 1,700 feet, above the early morning fog line. One of Beck’s defining features is its dramatic white, chalky, calcareous soils – basically an ancient, raised seabed of calcium carbonate. Much like Bordeaux’s famous Right Bank, it is a terroir that has proven perfect for growing exceptional Cabernet Sauvignon. The soil profile, in combination with Beck’s exposed slopes and cool afternoon winds, produces some of the region’s most complex, intensely flavored Cabernet Sauvignon.

## THE NEW RELEASE

The 2017 J. Lohr Signature Cabernet Sauvignon was first released to Vineyards Select Society members in January 2021 and is now available to all J. Lohr Wine Club members.

The Clone 337 Cabernet Sauvignon at Beck Vineyard was picked on November 1, 2017. The hand-harvested grapes were

destemmed and berry-sorted at the winery, followed by a 24% saignée (the “bleeding” off of some of the juice) which brought concentration to the must prior to fermentation. A short five-day maceration revealed luxurious color potential with ideal tannin extraction prior to pressing. The wine was then aged 20 months in 100% new French oak Bordeaux-style barrels from coopers Sylvain, Nadalie, and Taransaud. This limited-production wine at only 32 barrels was bottled in June of 2019.

The final 2017 Signature blend included 4% Cabernet Franc 3% Saint-Macaire, and 3% Malbec. Director of Winemaking Steve Peck: “Incorporation of Cabernet Franc brings freshness to the blend, while the rare Bordeaux variety, Saint-Macaire, brings density and a savory character. Malbec adds structure, color, and an extra component of bright fruit.”

## RAVE REVIEWS

The four previous J. Lohr Signature Cabernet Sauvignon vintages all earned 90+ point scores and praise from major publications.

Respected wine industry reviewer Jeb Dunnuck, formerly with Robert Parker’s Wine Advocate, awarded this new 2017 vintage Signature release “93 Points” and commented that “Its saturated purple hue is followed by powerful notes of black currants, scorched earth, chocolate, white truffle, and chalky minerality, and it hits the palate with full-bodied richness, a concentrated, stacked mid-palate, building tannins, and a great finish. It’s a beautiful wine.”





## Pancetta-Stuffed Beef Tenderloin

Here's an impressive main course that is as delicious as it is easy to prepare. Think J. Lohr Tower Road Petite Sirah for your pairing wine. Find more recipes and pairings at [jlohr.com/recipes](http://jlohr.com/recipes).

### Ingredients

For beef:

- 1 (3-lb.) trimmed and tied beef tenderloin at room temperature
- 2 oz. thinly sliced pancetta (Italian unsmoked cured bacon), cut into 1/8-inch pieces
- 2 tsp. kosher salt
- 2 tsp. black pepper
- 2 Tbsp. grape seed oil

For sauce:

- 1 1/2 lb. cherry tomatoes (5 cups)
- 1/2 tsp. salt
- 1/4 tsp. dried hot red pepper flakes
- 1/4 cup plus 2 Tbsp. extra-virgin olive oil
- 1 cup firmly packed fresh flat-leaf parsley leaves
- 1 garlic clove, sliced
- 1 Tbsp. red wine vinegar

**Cook Time: 40 min.**

**Servings: 8-10 people**

**Preheat oven to 400°F**

### Directions

1. Pat beef dry and cut 1/2-inch-deep slits at 1-inch intervals all over roast, then insert 1 piece of pancetta into each slit. Sprinkle beef with kosher salt and pepper.
2. Heat oil in a 12-inch, heavy skillet over high heat until just smoking, then brown beef on all sides, about 5 minutes.
3. Transfer beef to a small roasting pan. Roast beef in middle of oven until an instant-read thermometer, inserted diagonally 2 inches into center, registers 120°F, about 20 minutes.
4. Transfer beef to a sheet tray and let stand, loosely covered with foil for 15 minutes. (Beef will continue to cook as it stands, reaching 130°F for medium-rare.)
5. Toss together tomatoes, salt, red pepper flakes, and 1/4 cup oil in a 13 by 9-inch glass baking dish. Roast on lower rack until tomatoes burst and release their juices, about 30 minutes. Meanwhile, pulse parsley and garlic with vinegar and remaining 2 Tbsp. oil in a food processor until chopped, then transfer to a bowl.
6. Stir tomatoes with their juices into parsley mixture. Slice roast and serve with sauce.

### 2019 J. Lohr Gesture RVG



The grapes for the *Gesture RVG* are grown in J. Lohr's Gean Vineyard in the Adelaida District of western Paso Robles. The climate here is nearly identical to that of the Northern Rhône. Aged seven months in acacia barrels, neutral oak puncheons, and poly tank to preserve the lively interplay of fruit aromas and flavors. Winemaker Kristen Barnhisel adds: "The delicate nose offers aromas of honeysuckle, Meyer lemon, ripe apple, and honeydew melon. These flavors expand on the palate with ripe white peach, tangerine, and a touch of minerality, with balanced texture and a long finish." 51% Roussanne, 37% Grenache Blanc, 12% Viognier.



### 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 GSM* 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.





## 2018 J. Lohr Tower Road Petite Sirah



In the vineyards surrounding Tower Road, in the Paso Robles Estrella District, our Petite Sirah thrives on the well-drained yet heavier clay soils of the area. Intense summer sun and very warm daytime temperatures in Paso Robles are balanced by the gentle afternoon breezes that creep in from the Monterey Bay to the north and from the Templeton Gap to the west. These winds cool the area by as much as 50 degrees by early morning, preserving the acidity and bright fruit character of our Petite Sirah. Hand-harvested on September 24 and November 2, 2018. Aged sixteen months in French oak Burgundy export barrels, 50% new.



## 2018 J. Lohr Gesture Zinfandel



Our *Gesture* Zinfandel is a blend of two vineyards in the Paso Robles Willow Creek District. Zinfandel can be difficult to ripen prior to the onset of October rain and frost in this coastal belt, where Spanish moss grows abundantly in the surrounding oak forests. In addition to the relatively cool climate, this terroir is greatly defined by the Gazos Shaly Loam soil – which is hardly soil at all, looking more like a solid rock formation at times. Fruit thinning in the vineyard is key to this program, allowing us to select the best maturing bunches for optimal flavor balance. Hand-harvested October 29, 2018. Aged eight months in tight-grained Allier French oak Burgundy barrels, 20% new.

## 2019 J. Lohr Arroyo Vista Chardonnay



Our J. Lohr Arroyo Vista Chardonnay is grown in the heart of the windswept, cool Arroyo Seco AVA of Monterey County. Loamy sand and gravelly loam soils of the Elder series are intermixed and underlain by river stones which absorb heat during the day, radiate it after sunset, and effectively limit root growth to the top three to five feet of soil, harmoniously balancing the fruit and shoot growth of our richly flavored Chardonnay. Sugars, acids, and flavors for our Block 9, Clone 76 Chardonnay - the backbone of the Arroyo Vista blend - were in optimal balance when harvested on October 22, 2019. Barrel fermented and aged sur lie for 14 months in French oak cooperage, 44% new.



## 2018 J. Lohr Beck Vineyard Syrah



Our inaugural release of this winery-exclusive wine, the 2018 J. Lohr Beck Vineyard Syrah is solely available to J. Lohr Wine Club members until March 1, 2021. The J. Lohr Beck Vineyard is situated at 1,700 feet above sea level in the Creston District of Paso Robles. The soils at this unique, steep, hillside vineyard are composed of weathered sandstone and shale, creating an ideal environment for low-vigor viticulture and high-quality wines. Fruit was hand-harvested on September 19, 2018. We crafted the blend from two fermentations: the first was a whole cluster fermentation; the second was a co-ferment of Syrah and 5% aromatic Viognier grown on the property. Aged 18 months in French oak cooperage, 18% new.





**2016 J. Lohr Fog's Reach Pinot Noir – Library Release**



Steve Lohr noticed that tendrils of fog making their way off nearby Monterey Bay stopped just shy of J. Lohr's most coveted blocks of Pinot Noir in the Arroyo Seco AVA. 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, loamy sand and gravelly loam soils underlain by large, potato-sized cobblestones. Hand-harvested on September 23 and 24, 2016. Aged eight months in French oak Burgundy barrels, 60% new.



**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 writes: "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."

**2017 J. Lohr Signature Cabernet Sauvignon**



This is the fifth vintage of our J. Lohr Signature Cabernet Sauvignon – first introduced to honor the 80th birthday of founder Jerry Lohr. Signature is our most coveted red wine release; it represents the pinnacle of our four decades experience growing Cabernet in Paso Robles. The J. Lohr Beck Vineyard, in the Creston District of Paso Robles, is a unique, high elevation site that sits at 1,700 feet, above the early morning fog line. The Cabernet from this vineyard (Clone 337 on 110R rootsock) ripens early with excellent color and purity of fruit. In addition, we also included 4% Cabernet Franc, 4% Saint-Macaire, and 3% Malbec. Aged 20 months in 100% new French oak from coopers Sylvain, Nadalié, and Taransaud.



**2016 J. Lohr Highlands Bench Pinot Noir – Library Release**



The Santa Lucia Highlands appellation in Monterey County is one of the best-known Pinot Noir growing districts this side of Burgundy. In 2016, the top performing block for this limited Highlands Bench release included the Dijon 777 Clone – blended with a small amount of the Joseph Swan Clone. Aged eight months in French oak Burgundy barrels. Director of Winemaking Steve Peck adds: "This Pinot Noir has a lovely wild strawberry varietal character with a touch of sage and dried orange rind. The full palate abounds with fruit with a nice touch of warm vanilla and toast from the center-of-France French oak cooperage."



# WINTER RELEASES



## 2012 J. Lohr Cuvée POM – Library Release



The inspiration for J. Lohr Cuvée POM comes from the Grand Cru wines of Pomerol in the Right Bank of Bordeaux. Some of the most legendary wines from the district are traditionally composed of Merlot with small additions of the other allowed red Bordeaux varieties. The wine’s Merlot component was hand-picked on September 26, 2012. Aged 20 months in French oak Bordeaux barrels, 60% new. Final blend: Merlot 78%, Malbec 14%, Cabernet Franc 5%, Cabernet Sauvignon 3%. Showing beautifully now after six and a half years of bottle age and proper cellaring.



## 2017 J. Lohr Cuvée POM



Completing this “mini-vertical” of J. Lohr Cuvée POM, our limited 2017 release is comprised of Merlot from our best Paso Robles vineyards with a bit of Malbec in the final blend. “Varietal aromas of black plum and blueberry are showcased, with a barrel bouquet of dark chocolate. Bright fruit notes on the palate speak to the contribution of Malbec in the wine. Chalky and structured for lengthy cellar aging. Great with Spanish paella or a grilled ribeye with shallots.” – Steve Peck, director of winemaking



# WINTER RELEASES & PRICING

## WINEMAKERS' SELECTION



	RETAIL	CLUB
2019 J. Lohr <i>Gesture</i> RVG .....	\$35.00	\$29.75
2018 J. Lohr <i>Gesture</i> GSM .....	\$30.00	\$25.50
2018 J. Lohr Tower Road Petite Sirah .....	\$35.00	\$29.75
2018 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$21.25
<i>subtotal</i>	<b>\$125.00</b>	<b>\$106.25*</b>

## VINEYARDS SELECT SOCIETY



	RETAIL	CLUB
2018 J. Lohr <i>Gesture</i> GSM .....	\$30.00	\$24.00
2018 J. Lohr Tower Road Petite Sirah .....	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$20.00
2018 J. Lohr Beck Vineyard Syrah .....	\$50.00	\$40.00
2016 J. Lohr Highlands Bench Pinot Noir .....	\$39.00	\$31.20
2017 J. Lohr Signature Cabernet Sauvignon .....	\$100.00	\$80.00
2012 J. Lohr Cuvée POM .....	\$58.00	\$46.40
2017 J. Lohr Cuvée POM .....	\$50.00	\$40.00
<i>subtotal</i>	<b>\$387.00</b>	<b>\$309.60*</b>

## BARREL SOCIETY



### Assorted

2019 J. Lohr Arroyo Vista Chardonnay .....	\$25.00	\$20.00
2019 J. Lohr <i>Gesture</i> RVG .....	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> GSM .....	\$30.00	\$24.00
2018 J. Lohr Tower Road Petite Sirah .....	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$20.00
2018 J. Lohr Beck Vineyard Syrah .....	\$50.00	\$40.00
<i>subtotal</i>	<b>\$200.00</b>	<b>\$160.00*</b>

### Reds Only

2018 J. Lohr <i>Gesture</i> GSM .....	\$30.00	\$24.00
2018 J. Lohr Tower Road Petite Sirah .....	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Zinfandel.....	\$25.00	\$20.00
2018 J. Lohr Beck Vineyard Syrah .....	\$50.00	\$40.00
2016 J. Lohr Fog's Reach Pinot Noir .....	\$39.00	\$31.20
2014 J. Lohr Carol's Vineyard Cabernet Sauvignon ....	\$64.00	\$51.20
<i>subtotal</i>	<b>\$243.00</b>	<b>\$194.40*</b>

\*pricing does not include sales tax or shipping





**J. LOHR**  
VINEYARDS & WINES

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