



J. LOHR

WINE CLUBS

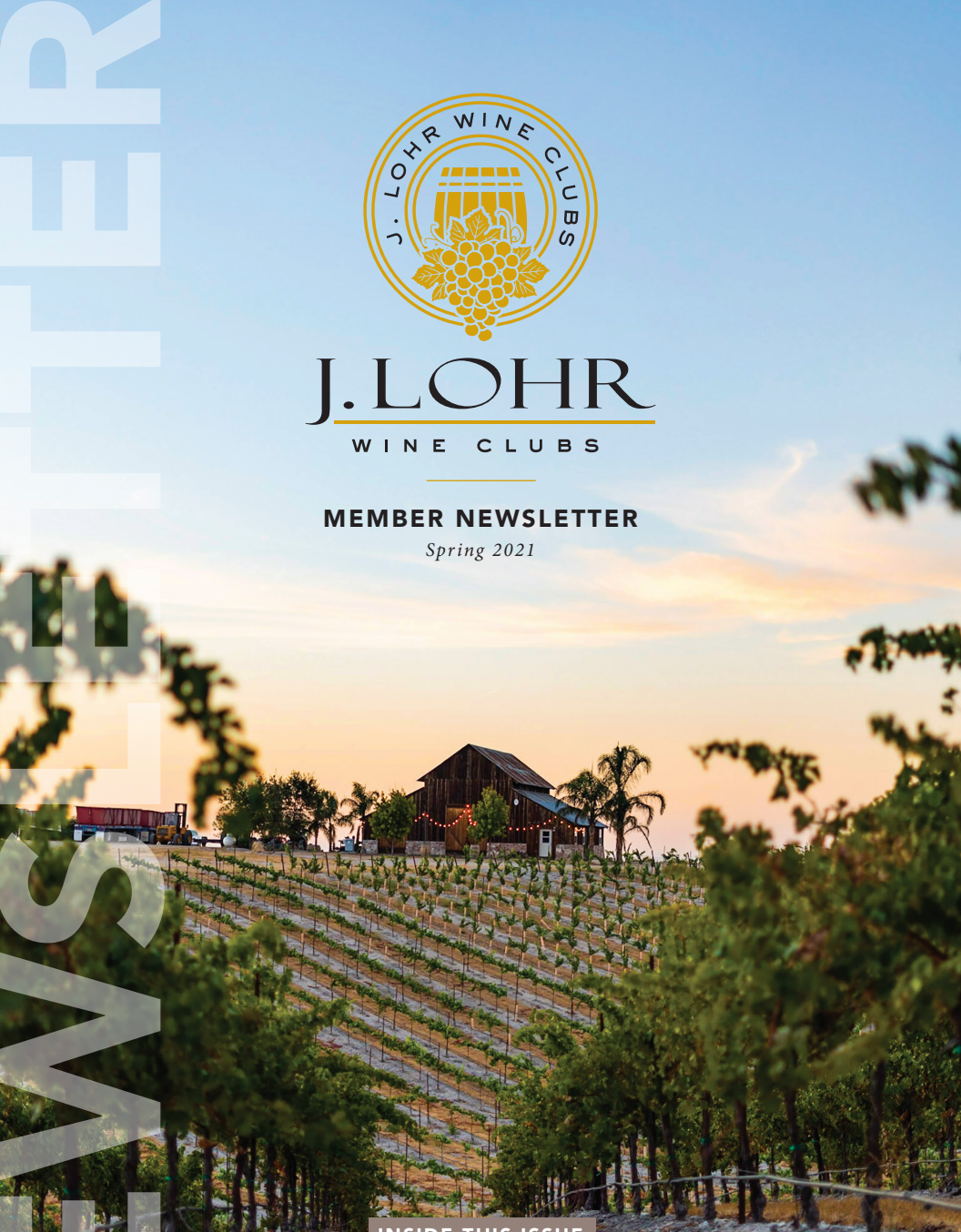
MEMBER NEWSLETTER

Spring 2021

MEMBER NEWSLETTER

NEWS

NEWS



INSIDE THIS ISSUE

2

*Welcome From
Lawrence Lohr*

4

*At Home
With J. Lohr*

6

*Featured Recipe
and Pairing*

“It is human nature to find fresh cause for optimism, and at J. Lohr Vineyards & Wines, we are seeing hope all around us.”

— Lawrence Lohr

Dear Friends of J. Lohr,

As the weather begins to warm in this spring of 2021, never has the adage ‘hope springs eternal’ been more welcome. It is human nature to find fresh cause for optimism, and at J. Lohr Vineyards & Wines, we are seeing hope all around us – springtime bud break, excellent progress in the young wines now aging in barrel, and the prospect of welcoming back our visitors to our wine centers. Our founder, Jerry Lohr, grew up on a family farm in South Dakota, where springtime meant an opportunity to cultivate the land and raise the spirits of the community. It is with this optimism that the hardworking men and women of J. Lohr Vineyards & Wines look forward to the year ahead.

In my role, I’m fortunate to work each day with our talented team of winemakers, vineyard managers, vineyard foremen, and viticulturists to produce the highest quality fruit that we can. Our philosophy of continuous improvement allows Jerry Lohr, CEO Steve Lohr, President/COO Jeff Meier, and me not only to support our sustainable grape-growing practices in our existing vineyards but also to explore the potential of exciting new properties for winegrowing. A prime example of this is our Gean Vineyard, located in the Adelaida District sub-AVA on the very western edge of the Paso Robles appellation, which we began farming in 2010. The property is bordered by dense oak forest to the east and Las Tablas Creek situated across the road to the west. The soils are a mix of calcareous shale and clay on some very steep slopes. Abounding

with native flora and wildlife, this secluded and rugged property is arduous to farm but well worth the effort – as you’ll taste in some of the wines in this club shipment: 2019 J. Lohr *Gesture* Viognier, 2019 J. Lohr *Gesture* Mourvèdre, and 2018 J. Lohr Gean Vineyard Cabernet Sauvignon.

As Steve Lohr outlined in the Winter Newsletter, we’ve been hard at work reimagining our J. Lohr Paso Robles Wine Center. If all goes as planned, this summer we will unveil dramatic new re-imagined tasting experiences there. As always, our valued club members will be the first to know and receive invitations as we once again begin hosting visitors at our Paso Robles and San Jose Wine Centers, so stay tuned.

As Jerry often says, “family” means not just the immediate Lohr family, but also our extended family of colleagues and club members, so from one J. Lohr family member to another, I sincerely thank you for your unwavering and steadfast support of our family brand. I hope to see you online or in person soon at an upcoming wine club tasting event so I can thank you personally.

May the hope of this spring and coming months be a blessing.

Lawrence

Lawrence T. Lohr
Chief Operating Officer, Vineyards

FEATURE ARTICLE

At HOME

with J. LOHR

By necessity, we all have learned how to stay connected virtually over the past year. We've discovered the joys of sharing fun activities with friends and family digitally. What better way to get the online visit and chat going than with a group sampling of J. Lohr wines? This spring and into early summer, the At Home with J. Lohr program will be assisting our fans and members to stay connected by helping them host their own virtual tastings online.

The concept is fun and simple: you provide the online family and friends and a bottle or two of J. Lohr; we supply an easy

This spring and into early summer, the At Home with J. Lohr program will be assisting our fans and members to stay connected by helping them host their own virtual tastings online.

tasting session checklist for you with simple, perfectly paired accompaniments, fun wine facts to share, downloadable tasting mats, and even video tips and how-to guides.

When you visit jlohr.com/athometasting, you'll find everything you need to host your own DIY wine tasting. Take a look and check out the suggestions for staging your own online tasting session. Be sure to #ShareTheLohr on @JLohrWines on social media. You can also visit the main jlohr.com/athome activities page for lots of other fun DIY projects.





Grilled Pork Short Ribs

It's that time of year when thoughts turn to grilling on the patio. Here's a sensational recipe that starts in the kitchen, finishes on the grill, and pairs perfectly with the J. Lohr Creston Vineyard Merlot.

Ingredients

- 5 to 6 lbs. of bone-in pork short ribs (3 bone racks)
- 1 Tbsp. plus 1 tsp. fresh thyme leaves
- 1 Tbsp. fresh ground black pepper or to taste
- 1½ Tbsp. kosher salt or to taste
- 6 Tbsp. olive oil
- 1 medium onion, chopped
- 1 small carrot, chopped
- 1 small celery stalk, chopped
- 4 sprigs fresh thyme
- 2 bay leaves
- 2 Tbsp. balsamic vinegar
- 1½ cups sherry wine
- 2½ cups red wine
- 6 cups beef or veal stock

Servings: 6 people

Preheat oven to 425°F

Directions

Sprinkle the short ribs with thyme, pepper and salt, rubbing into the meat. Cover and refrigerate overnight. Before cooking, let the ribs sit at room temperature for 1 hour. Preheat the oven to 425°F. In a large skillet, heat 3 Tbsp. of the oil over high heat until it is almost smoking. Sear the short ribs, meaty sides down, working in batches to avoid crowding, until they are browned on their meaty sides. Transfer to a roasting pan large enough to hold the ribs standing up in one layer. Turn the heat in the skillet down to medium; add the onion, carrot, celery, thyme sprigs, and bay leaves to the skillet. Cook, stirring to scrape up the crusty bits in the pan, for 6 to 8 minutes, or until the vegetables begin to caramelize. Add the vinegar, sherry and red wine. Turn the heat to high and let the liquid bubble steadily until it reduces by half.

Pour in the stock and return the mixture to a boil. Pour the liquid over the short ribs; it should almost cover them. Cover tightly with foil. Braise for 2½ to 3 hours, or until the meat offers no resistance when pierced with a paring knife. Let the ribs rest for 10 minutes in their juices then transfer them to a rimmed baking sheet.

Have your gas grill on high or prepare a charcoal grill and roast the ribs for 5 to 10 minutes, rotating all the sides until browned. Meanwhile, strain the cooking juices into a saucepan, pressing the vegetables to extract all the liquid. Skim off and discard the fat. Bring to a boil and let the mixture simmer to reduce it so it thickens slightly. Taste for seasoning and add more salt and pepper if needed. On a large platter, arrange the short ribs on top and spoon the cooking juices over them.

Serve with mashed potatoes, your favorite vegetables, and a glass of J. Lohr Creston Vineyard Merlot. Serves 6.

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."



2019 J. Lohr Gesture Viognier



This *Gesture* Viognier is grown on our Gean Vineyard in the Adelaida District of western Paso Robles. The climate is nearly identical to that of the Northern Rhône; when combined with well-drained soils of calcareous shale and weathered sandstone, this vineyard's terroir is a perfect match for growing Viognier. The warm days with southern and western exposures on this hillside estate help to naturally develop ripe, lush flavors, while the cool nights allow for hangtime, giving the wine power and depth. Aged seven months in acacia puncheons and poly tanks to preserve the Viognier's floral aromatics and dramatic fruit characteristics. Winemaker Kristen Barnhisel's notes: "Offers aromas of gardenia, honeysuckle, white peach, and Meyer lemon. These aromas are complemented by the rich, balanced palate of lemon custard, nectarine, ripe orange, and a long, textured finish."





2017 J. Lohr Fog's Reach Pinot Noir



Fog's Reach comes from our Pinot Noir vines that reside in the cool, windy enclave of the Arroyo Seco appellation. Our Pinot blocks there are comprised of multiple, early ripening Dijon clonal selections (115, 667, 777), as well as late-ripening Pommard 4. The unique combination of soil, climate, and viticulture result in a deeply colored Pinot Noir with elegant, refined structure and flavor. Aged eight months in French oak, with 60% being new wood. Director of Winemaking Steve Peck's notes: "This Fog's Reach release showcases blue sage and strawberry fruit on the nose and palate, a lovely, rich mouthfeel, and dried cherry and warm vanillin-oak on the finish. Classic, cool-climate Pinot."



2018 J. Lohr Creston Vineyard Merlot



Local winemakers have long considered the cooler El Pomar District within the Paso Robles AVA to be an ideal location for Merlot. This limited release was sourced from Block 5 of our Creston Vineyard there. The planting material was an Italian selection of Merlot propagated from cuttings of the Rauscedo 3 Clone from UC Davis, via the Vivai Cooperativi Rauscedo in Northern Italy. This 5-acre hillside block at Creston features calcareous outcroppings and consistently produces the most remarkable Merlot in the J. Lohr portfolio. The wine was aged 18 months in French oak barriques, 26% being new wood. Winemaker Brenden Wood's notes: "The 2018 Creston Vineyard Merlot is loaded with red fruit aromas of pomegranate and raspberry sorbet with notes of graphite, black tea, and toasted pastry from the French oak aging. Juicy and energetic on the palate with a dried cranberry finish."

2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon



The J. Lohr Shotwell Vineyard is located in the El Pomar District of Paso Robles. This bottling represents the second crop ever to be harvested from blocks 14 and 16, which were planted in 2014 to Cabernet Sauvignon ENTAV Clone 412. It is the debut release of a single vineyard Cabernet from the property. The wine spent 18 months in 60-gallon French oak barrels, with 10% new wood. Director of Winemaking Steve Peck's notes: "The 2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon is a pure expression of a noble variety from young vines on a single vineyard. Black currants, anise, and tobacco shape the nose. Firm structure on the palate gives way to a long finish of red fruit. Drinking well now, it will also reward four to five years of patient cellaring."



2018 J. Lohr Gean Vineyard Cabernet Sauvignon



This is our debut Cabernet release from our Gean Vineyard in Paso Robles. Thanks to a "Miracle March," the 2018 Paso Robles growing season reached normal rainfall levels. A stretch of warm weather in May assured a good fruit set. Beginning in July, we saw an unprecedented 46-day heat spell. This effectively delayed ripening as the vines shuttered to conserve moisture in lieu of opening-up to photosynthesize. We hand-picked and berry-sorted the Cabernet Sauvignon from Gean on October 27. The wine was cellared for 18 months in French oak Bordeaux-style cooperage. Winemaker Brenden Wood's notes: "Aromas of black currant, raspberry, and fresh-picked plum are accentuated by peppercorn, nutmeg, and warm holiday spices. Fine chewy tannins slowly emerge from the supple palate, leaving a long finish of anise, cocoa dust, crème de cassis and clove."





2015 J. Lohr Hilltop Cabernet Sauvignon



– Library Release

Our iconic J. Lohr Hilltop Cabernet Sauvignon is grown on a handful of select vineyard sites in the Paso Robles AVA. Blessed with long summer days of intense sunshine, our near 100°F daytime temperatures are followed with chilly, ocean-cooled nights in the 50s. These Cabernet vines are naturally stressed in the dry, gravelly, sometimes lime and shale-laden soils. Water is at a premium in these vineyards, enabling the viticulturist to fine-tune irrigation, producing the darkest fruit with resolved tannins year after year. Aged 18 months in thick staved, very tight grain French oak cooperage, with 80% new wood. Director of Winemaking Steve Peck's notes: "A great example of the J. Lohr house-style of "dense but soft" Cabernet Sauvignon. Effusive blackberry and currant aromas are integrated with a bouquet of toasted hazelnut and cocoa powder from the oak aging. A few years of bottle age has matured the bright fruit on the mid-palate, lengthening it, leading to a nice finish of spice and vanilla characters."



2017 J. Lohr Carol's Vineyard Cabernet Sauvignon



Carol's Vineyard lies in northern St. Helena along the Napa River. Comprised of 27 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 are ideally suited to producing richly textured, luxury-quality fruit. Aged 17 months in French oak "Bordeaux export" barrels with 60% new wood. Winemaker Brenden Wood's notes: "Opens with vibrant aromas of black cherry, cassis, and plum, with notes of black tea and baking spice. The palate is rewarding with plush textures, anise, and red cherry on the finish." A donation is made for every bottle purchased of J. Lohr Carol's Vineyard Cabernet Sauvignon to support National Breast Cancer Foundation, Inc. programs through our J. Lohr Touching Lives initiative.

2017 J. Lohr Cuvée St. E



Part of this shipment's "mini-vertical" of prized Cuvée St. E, the new 2017 release is composed of 63% Cabernet Franc, 30% Cabernet Sauvignon, 6% Merlot, and 1% Malbec. In this vintage, we saw a higher level of tannin structure and flavor ripeness than had been seen since the string of great vintages from '12 to '14. Aged 18 months in French oak Bordeaux barrels, 64% new wood, from coopers Dargaud et Jaegle and Tonnellerie Sylvain. Director of Winemaking Steve Peck's notes: "The 2017 is dark in color with aromas of red currant, roasted coffee and dark chocolate. The palate has a comfortable grip which persists with notes of coffee bean, dried herbs and plum. The tightly wound tannins of the Cabernet Franc will present their greatest reward after a few years of bottle age."



2010 J. Lohr Cuvée St. E – Library Release



The inspiration for our J. Lohr Cuvée St. E comes from the Grand Cru wines of St. Émilien on Bordeaux' famed Right Bank. Grown in our Paso Robles vineyards, the 2010 vintage's final blend was 46% Cabernet Franc, 31% Merlot, 20% Cabernet Sauvignon and 3% Malbec. Director of Winemaking Steve Peck's notes: "The 2010 Cuvée St. E captures a ripe, but savory fruit side of a Bordeaux-style wine. The initial aroma is plum confection with dark chocolate praline. Drinking beautifully now after several years in our cellars, it is a rich wine displaying mature pomegranate fruit, blood orange, and grenadine on the palate. The tannins have softened, extending the dark-fruited, chocolate finish."



SPRING RELEASES



2019 J. Lohr Gesture Mourvèdre



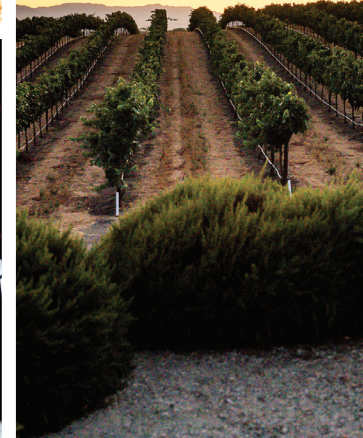
Mourvèdre is a historic red variety well-known in France's southern Rhône and in Spain where it is called Mataro. The source for our Mourvèdre is the J. Lohr Gean Vineyard, home to many of our members-only *Gesture* wines. The farming plan on this unique, steeply sloped property brings the crop to just one cluster per shoot prior to veraison to intensify flavor. The wine saw 16 months aging in French oak puncheons on light lees, providing mouthfeel and a long finish to complement the wine's inherent, dark fruit character. Director of Winemaking Steve Peck's notes: "Our Mourvèdre shows a deep fruit core, firm tannins, bright acidity, and a spicy, vanilla-laden finish that is delicious now and that should also improve with further cellaring. This beautiful wine is a natural pairing for just about anything off the grill."



2017 J. Lohr Gesture Syrah



The two growing sources for the 2017 J. Lohr *Gesture* Syrah were the Terra Bella Vineyard and the G2 Vineyard. The Terra Bella planting is in Paso Robles' Adelaida district at an elevation of 1,800 feet. The G2 vineyard is a property in the middle of the Willow Creek District that we have worked with for over a decade. Fifteen months aging in 60-gallon French oak barrels added the polish and final touches to the wine's sensational fruit structure. Director of Winemaking Steve Peck's notes: "The bright nose displays cranberry and blueberry, with a hint of white pepper; those characters are echoed on the palate, where the dark fruit component is framed by fine-grained tannins and a nice touch of minerality."



SPRING RELEASES & PRICING

WINEMAKERS' SELECTION



	RETAIL	CLUB
2019 J. Lohr <i>Gesture</i> Viognier	\$30.00	\$25.50
2017 J. Lohr Shotwell Cabernet Sauvignon	\$45.00	\$38.25
2019 J. Lohr <i>Gesture</i> Mourvèdre	\$30.00	\$25.50
2017 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$25.50
<i>subtotal</i>	\$135.00	\$114.75*

VINEYARDS SELECT SOCIETY



	RETAIL	CLUB
2018 J. Lohr Gean Vineyard Cabernet Sauvignon ..	\$45.00	\$36.00
2019 J. Lohr <i>Gesture</i> Mourvèdre	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2018 J. Lohr Creston Vineyard Merlot	\$40.00	\$32.00
2017 J. Lohr Fog's Reach Pinot Noir	\$37.00	\$29.60
2017 J. Lohr Carol's Vineyard Cabernet Sauvignon ..	\$60.00	\$48.00
2010 J. Lohr Cuvée St. E.	\$64.00	\$51.20
2017 J. Lohr Cuvée St. E.	\$50.00	\$40.00
<i>subtotal</i>	\$356.00	\$284.80*

BARREL SOCIETY



Assorted

2019 J. Lohr F&G Vineyard Sauvignon Blanc	\$25.00	\$20.00
2019 J. Lohr <i>Gesture</i> Viognier	\$30.00	\$24.00
2018 J. Lohr Gean Vineyard Cabernet Sauvignon ..	\$45.00	\$36.00
2019 J. Lohr <i>Gesture</i> Mourvèdre	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2018 J. Lohr Creston Vineyard Merlot	\$40.00	\$32.00
<i>subtotal</i>	\$200.00	\$160.00*

Reds Only

2018 J. Lohr Gean Vineyard Cabernet Sauvignon ..	\$45.00	\$36.00
2019 J. Lohr <i>Gesture</i> Mourvèdre	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2018 J. Lohr Creston Vineyard Merlot	\$40.00	\$32.00
2017 J. Lohr Cuvée St. E.	\$50.00	\$40.00
2015 J. Lohr Hilltop Cabernet Sauvignon	\$41.00	\$32.80
<i>subtotal</i>	\$236.00	\$188.80*

*pricing does not include sales tax or shipping



J. LOHR
VINEYARDS & WINES

J. Lohr San Jose Wine Center | 1000 Lenzen Ave, San Jose, CA 95126 | (408) 918-2160
J. Lohr Paso Robles Wine Center | 6169 Airport Rd, Paso Robles, CA 93446 | (805) 239-8900

wine club email: wineclubs@jlohr.com

jlohr.com