



J. LOHR

WINE CLUBS

MEMBER NEWSLETTER

Winter 2024

WINTER
NEWSLETTER



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“It’s been a fulfilling and rewarding fifty years for J. Lohr. And the best is yet to come.”

— Jerry Lohr

Friends,

I hope the new year is off to a great start for you. Here at J. Lohr, 2024 marks a milestone for us – our 50th anniversary as a winery and company. In 1974, we incorporated, opened the San Jose Wine Center, and released our first wine: a Petite Sirah.

I’m proud to say that J. Lohr is still family owned and operated today. Since that beginning fifty years ago, J. Lohr has helped bring Cabernet Sauvignon from Paso Robles and Chardonnay from Monterey County to global prominence. We’ve become a respected, go-to national and international brand. We’ve run our vineyards, wineries, offices, and warehouses in a conscientious, sustainable, looking to the future fashion. We’ve provided employment for hundreds of team members and their families; many have been with us for a good part of this fifty-year journey. We’ve supported countless charities and non-profits in the communities where we live and work. I’ve gratefully seen my three children grow up in the wine industry, becoming J. Lohr co-owners with me, in charge of the company’s day-to-day operations. It’s been a fulfilling and rewarding fifty years for J. Lohr. And the best is yet to come.

If I had to pick one key contributor to our long success, it would be that we own our own vineyards and wineries. We grow, craft, and bottle every wine ourselves. This complete “soil to bottle” control is the secret to J. Lohr’s vintage-to-vintage quality. It’s reflected in the legal term “Produced and Bottled By” on every J. Lohr back label – it is a guarantee of the Lohr family and J. Lohr team’s hands-on involvement at every step of the winemaking process.

Of course, all of this could not have been possible without the friendship and encouragement of our fans and customers. Chief among those have always been our J. Lohr Wine Club members. Our members are an extension of the winery and the Lohr family – providing us with direct feedback on our winemaking efforts.

Thank you! Here’s to another fifty years!

A handwritten signature of Jerry Lohr in a cursive, gold-colored font.

Jerry Lohr
Founder & CFO



2022 J. Lohr October Night Chardonnay

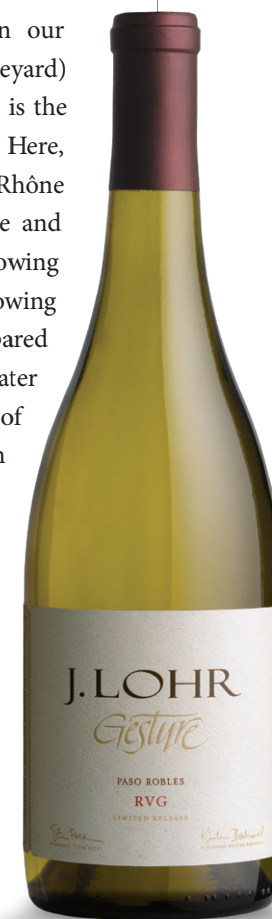


The vineyards for the October Night Chardonnay lie in J. Lohr’s Block 9 plantings in the Arroyo Seco AVA of Monterey County. This location near the mouth of the Arroyo Seco River provides the vines with a slightly more wind-protected environment in which to grow. Comprised largely of Dijon Clone 809 Chardonnay – also known as the Musqué Clone – these vines produce a very distinctive and attractive floral character. The soil is laden throughout its loamy profile with cobblestones that absorb heat during the day and radiate their heat after sunset, enhancing the wine’s floral character and richness. Our 2022 harvest of Clone 809 Chardonnay occurred on September 23. Fermented and aged in French oak barrels sur lie for eight months (22% new wood).

Winemaker, White Wine Kristen Barnhisel’s notes: *“The 2022 October Night Chardonnay displays exotic floral aromas of gardenia, Meyer lemon, ripe apple, and baking spices. Traditional Burgundian winemaking techniques, such as malolactic fermentation and weekly stirring of the lees in French oak barrels, were used to complement these aromatics. Pairing suggestions include crab cakes, halibut with Meyer lemon and capers, or citrus-herbed chicken. Best enjoyed now through 2026.”*

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2022 J. Lohr Gesture RVG



The grapes for this *Gesture* RVG were grown on our J. Lohr Rain Catcher Vineyard (formerly Gean Vineyard) in the Adelaida District sub-AVA. Planted in 2010, it is the westernmost vineyard in the Paso Robles appellation. Here, a climate nearly identical to that of the northern Rhône combines with well-drained soils of calcareous shale and weathered sandstone to create a perfect site for growing Roussanne, Viognier, and Grenache Blanc. The 2022 growing season in western Paso Robles was moderate compared with recent vintages. Given that the soil here holds water very well, minimal irrigation was applied until the heat of early September. Harvest began on September 7th with the Viognier, continuing for another 35 days until the last of the Roussanne was picked. The 2022 J. Lohr *Gesture* RVG beautifully reflects the creative efforts of the vineyard and winemaking teams with an elegantly complex, yet subtle Rhône-style white blend.

Winemaker, White Wine Kristen Barnhisel’s notes: *“The 2022 J. Lohr Gesture RVG presents a delicate nose of honeysuckle, Meyer lemon, ripe apple, and honeydew melon. These aromas are echoed on the palate, along with flavors of white peach and tangerine; a nice touch of minerality, a balanced texture, and a long finish complete the picture. Pairing suggestions include arugula salad with fennel and citrus vinaigrette, roasted halibut with lemon-tarragon butter sauce, toro sushi, or soft cheeses such as herbed Boursin, goat cheese, or Havarti. Best enjoyed now through 2026.”*

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2022 J. Lohr Fog's Reach Pinot Noir



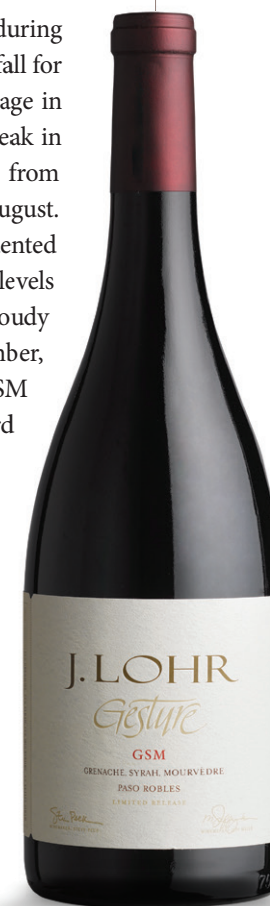
Our CSWA Certified Sustainable Pinot Noir vineyard resides in the cool and windy enclave of the Arroyo Seco AVA of Monterey County. The property is planted to two early-ripening Dijon selections of Pinot Noir, as well as later-ripening Pommard 4. The vines are grown on extremely well-drained, loamy sand and gravelly loam soils intermixed and underlain by large potato-sized cobblestones. The unique combination here of soil, climate, and advanced viticulture produces deeply colored Pinot Noir with elegantly refined structure and flavor. For this 2022 bottling, Clones 667 and 777 were hand-harvested on September 17th and 24th, respectively. Our 2022 Fog's Reach Pinot Noir underwent eight months of aging on light lees – 35% of the blend in new French oak barrels (from renowned cooper François Frères) and the remaining in 4th-fill French cooperage. This imparts subtle oak notes and viscosity on the palate while maintaining the refined fruit signature of this terroir-driven Pinot Noir.

Red Winemaker Brenden Wood's notes:

“Expresses the cool-climate character of the Arroyo Seco region with bing cherry, strawberry compote, and dried sage on the nose. Bright red cherry flavors wash across the palate and leave peppery spice on the lengthy finish. Pairs great with cast iron shepherd’s pie or a mushroom risotto. Best enjoyed now through 2028.”

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2022 J. Lohr Gesture GSM



Paso Robles benefitted from pre-season showers during December 2022 but a dry winter followed. Overall, rainfall for the vintage was only 65% of the 25-year historical average in Paso Robles. The weather was quite cool during budbreak in April. However, plenty of warm, sunny days followed from springtime through completion of veraison in early August. The end of August brought the beginning of an unprecedented 10-day heat wave, which accelerated berry ripeness levels and Brix accumulation. Thankfully, unusually cool, cloudy weather and a little bit of drizzle came in mid-September, bringing relief to parched grapevines. This *Gesture* GSM comes from plantings at our J. Lohr Stairway Vineyard located in the Adelaida District sub-AVA of Paso Robles. Slopes can be as much as 50% to 75% at this ranch. This part of Paso Robles is an ancient, uplifted seabed; fossilized sea shells are often found in the ground even though the vineyard is perched at 1,500 foot average elevation. Daytime high temperatures are moderate at this site due to early afternoon breezes from the nearby Pacific coast – creating ideal conditions for growing traditional Rhône varieties. Final blend: 83% Grenache Noir, 16% Syrah, 1% Mourvèdre. Aged for 8 months on light lees in neutral 500-liter French oak puncheons.

Red Winemaker Brenden Wood's notes:

“Showcases luscious strawberry and currant aromas from Grenache, balanced with black pepper, cola, and savory notes from Syrah and Mourvèdre in this traditional southern Rhône-inspired blend. On the palate, bing cherry and cranberry flavors transition to an Old World-style gravelly finish. Pairs well with an onion tart, grilled lamb, or a savory vegetable stew. Best enjoyed now through 2026.”

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2021 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. The rarity of harvest time rains in Paso Robles allows this tight-clustered variety to reach full maturity almost every year. Our ripening program requires that we apply netting to the vines in August to assure that birds don't overfeed on this especially flavorful grape before harvest. We began hand-harvesting Petite Sirah for this vintage on September 28th, 2021. We added 3% Grenache Blanc to the final blend, bringing nuanced floral aromatics and length to the finish. Aged 18 months in 225-liter French oak Burgundy export barrels from coopers Dargaud et Jaegle, Vallaurine, and Marcel Cadet.

Red Winemaker Brenden Wood's notes:

"Bursts with energy, boasting cranberry and olallieberry aromas, complemented by delicate floral notes from the addition of Grenache Blanc. Delightful red and blue fruit on the palate, leading to a finish of exquisite length, concentration, and well-balanced structure. Try with cast iron skillet Kurobuta pork chops and scalloped potatoes. Best enjoyed now through 2027."

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2020 J. Lohr Cuvée PAU



The inspiration for this blend comes from the Grand Cru wines of the Pauillac district of Bordeaux, which rely primarily on Cabernet Sauvignon, with accent contributions of the other classic Bordeaux red varieties. The Cabernet component for this luxurious blend was hand-picked on October 15th and 23rd, 2020 from the steep, chalky slopes of our J. Lohr Stairway Vineyard in the Adelaida District. Including 21% Merlot in the blend brought lively red fruit elements, while a small addition of Malbec added depth to the palate. The wine was aged for 20 months in Bordeaux Export-style French oak barrels (62% new wood) from coopers Marcel Cadet and Saury.

Red Winemaker Brenden Wood's notes:

"Pure cassis and morello cherry are layered with espresso, cracked pepper and almond pastry. The palate is expertly balanced with ultra-fine tannins and a juicy yet elegant finish. Delicious with grilled rosemary lamb chops, garlic mashed potatoes, and roasted beets. Best enjoyed now through 2030."

2021 J. Lohr Cuvée POM



Inspiration for the J. Lohr Cuvée POM comes from the Grand Cru wines of Pomerol on Bordeaux's famed Right Bank. These legendary wines are traditionally composed of Merlot, with additions of the other noble Bordeaux red varieties. At J. Lohr, our winemaking team is given the freedom to emulate these great wines through the prism of our world-class Paso Robles fruit. Block 5 is located on the highest part of our J. Lohr Creston Vineyard; here the soils are extremely lean and gravelly. With stringent farming, this site consistently produces Merlot fruit with low cluster weights and size but high concentration and aromatic intensity. We've included a fairly high percentage of Malbec in the final blend to elevate high-tone red fruit aromas and help bring a plump yet focused mouthfeel to the palate. Aged 20 months in 225-liter Bordeaux-style French oak barrels, 35% new wood. Coopers: Marcel Cadet and Sylvain.

Vice President of Winemaking Steve Peck's notes: *"The 2021 J. Lohr Cuvée POM showcases aromas of black cherry, blueberry, and blackberry layered with baked pie crust and cocoa powder. Vibrant acidity, persistent fresh berry flavors, and a plump mid-palate lead to a long finish with notes of dried cherries and clove. Great with Spanish paella or a grilled ribeye with shallots. Best enjoyed now through 2031."*

2015 J. Lohr Cuvée POM – Library Release



Inspiration for J. Lohr Cuvée POM comes from the Grand Cru wines of Pomerol on Bordeaux's famed Right Bank. These legendary wines are often composed primarily of Merlot, with additions of the other red Bordeaux varieties dictated by style and vintage. 2015 was a drought year in California. Budbreak was early, as is typical in dry years, with vines coming out of dormancy in mid-March. Good growing conditions in April brought rapid shoot growth, followed by an unusually cold period during the early May bloom that reduced our Merlot crop yield by roughly 30% due to shatter. This lighter crop ripened readily, with the first Merlot pick on our Creston Vineyard occurring on September 10th. However, the fruit for our Cuvée POM was allowed to hang on the vines for an additional 4 weeks before being harvested at a luxurious state of ripeness on October 10th. This extra hang time brought out the richest fruit expression possible. Final blend: 93% Merlot, 6% Malbec, 1% Cabernet Sauvignon. Aged eighteen months in Bordeaux Export-style French oak barrels, with 60% being new wood, from coopers Demptos and Marcel Cadet.

Vice President of Winemaking Steve Peck's notes: *"After seven years in bottle, the 2015 J. Lohr Cuvée POM still offers varietal Merlot aromas of black plum and blueberry, with a barrel bouquet of hazelnut and dark chocolate. Bright fruit notes on the palate speak to the contribution of Malbec in the blend. A nice mineral quality fans out on the finish; it is showing well now or can be properly cellared for another 2 to 3 years of development. Pairs great with a gorgonzola pasta or a mushroom and fresh herb lasagna."*

2020 J. Lohr Signature Cabernet Sauvignon



This limited release, ultimate Cabernet in the J. Lohr portfolio was grown in the Creston District of Paso Robles. Our high-elevation site sits at 1,700 feet, above the morning fog line in the remote La Panza mountain range. This location's chalky, devigorating soils and full sun exposure produce small but intensely concentrated berries with luxurious depth of color and flavor. The hand-harvested Cabernet Sauvignon grapes were destemmed and berry-sorted at the winery, followed by a 18% saignée which brought focus to the must prior to fermentation. A short eight-day maceration revealed superb color potential with ideal tannin extraction prior to pressing. Aged 20 months in 94% new French oak barrels from coopers Berger, Nadalié, Demptos and Taransaud.

Founder Jerry Lohr:

“Through four decades, we have built our winegrowing expertise and honed our cellar regimens in Paso Robles with one aim: to craft a Cabernet Sauvignon the equal of any in the world. My signature on the label indicates that this wine is a personal statement for me; it is a heartfelt thank you to Paso Robles and to the many J. Lohr team members who have helped achieve this milestone. Best enjoyed now through 2028.”

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2021 J. Lohr Hilltop Cabernet Sauvignon



The majority of the fruit for the 2021 Hilltop vintage was grown on the J. Lohr Shotwell Vineyard, located within the cool Templeton Gap-influenced El Pomar District of Paso Robles. Ten percent of the fruit came from our Beck Vineyard, uniquely located at a 1,700-foot elevation in the Creston District. The balance of the blend was from our J. Lohr properties in the mountainous Adelaida District. Our Paso Robles vineyards are blessed with long summer days of intense sunshine; the near 100°F daytime temperatures in summertime are followed by chilly, ocean-cooled nights in the 50s. The Cabernet vines are naturally stressed in the dry, often very gravelly, and sometimes lime shale-laden soils. Water is at a premium in these vineyards, requiring the viticulturist to fine-tune pruning and irrigation to achieve dark fruit with resolved tannins year after year. Aged 16 months in French oak barrels from coopers Berger, Marcel Cadet, Saint Martin, Sylvain, and Taransaud.

Red Winemaker Brenden Wood's notes:

“Hilltop is the flagship red of our Vineyard Series program. The 2021 vintage displays trademark aromas of blackberry and blueberry enhanced by crushed violet, Herbes de Provence, and spiced tea. It is dense and soft on the palate, with finely textured tannins. Juicy layers of black and red currants lead to a bright finish, accented by pastry notes from the extended barrel aging. Decant for utmost enjoyment in the short term; will reward proper cellaring for ten years and more from vintage date. Delicious with rosemary-seasoned ribeye and garlic roasted potatoes with parsnips and fennel. Best enjoyed now through 2027.”

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