



J. LOHR

WINE CLUBS

MEMBER NEWSLETTER

Fall 2024

MEMBER NEWSLETTER



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“This year has been one for the history books, from our 50th-anniversary celebrations to the bounty of the 2024 harvest”

— Cynthia Lohr

Dear J. Lohr Wine Club Members,

As we move into the beautiful autumn season, we have much to share with you about the exciting happenings at J. Lohr. This year has been one for the history books, from our 50th-anniversary celebrations to the bounty of the 2024 harvest – here’s a glimpse of what’s been happening and what’s to come.

Celebrating 50 Years of J. Lohr

As you know, this year marks another family milestone for J. Lohr Vineyards & Wines—our 50th anniversary. Since our founding in 1974, our family has been dedicated to crafting vineyard-driven wines that reflect our chosen appellations. As we continue to celebrate this golden anniversary, we want to extend our deepest gratitude to you, our loyal members, for being an integral part of our journey. We’ve been sharing stories from our five decades of winemaking throughout the year, including our current 50 Years, States & Ways of Giving campaign. You can learn more about our nationwide program of giving back to our communities at jlohr.com/50ways.

2024 J. Lohr Harvest Preview: Monterey County and Paso Robles

The 2024 harvest season has been one of careful stewardship across our vineyards in Monterey County and Paso Robles. A mid-

September report from the winemaking team suggests we will see a lighter crop in 2024 following the bountiful 2023 vintage. Early varieties like Sauvignon Blanc in the Arroyo Seco and Syrah in Paso Robles are tracking to reach maturity two weeks earlier than last year, which is still about a week later than average. In Monterey, we see smaller clusters and more “chicks” than usual due to the cool and windy weather we experienced during the bloom period in May. This bodes well for quality but will hamper the crop yield. Paso Robles experienced a frost in early April, just at the onset of bud break, which will delay ripening in some of the varieties that emerged from dormancy early, chiefly Syrah and Petite Sirah. Cabernet appears to be on track for an excellent vintage, as we had very temperate weather in August, which is ideal as fruit gains color after veraison. The vines are loving the cool weather we are experiencing right now as they recover from a hot spell earlier this month.

For this October J. Lohr Wine Clubs’ shipment, we’ve curated some of my favorites from both appellations. In particular, the 2022 J. Lohr *Gesture* Syrah is from the tier we conceptualized and launched in 2009 as a token of appreciation for our guests and members. My older daughter Emily will be marrying her beau James in November; we can’t wait to share the 2023 J. Lohr October Night Chardonnay and the 2023 J. Lohr F&G Vineyard Pinot Blanc (both in this members’ shipment) with friends and family on their special day.

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J. Lohr *Touching Lives*® Program: Sixteen Years of Making a Difference

October is National Breast Cancer Awareness Month, and we are proud to commemorate the 16th anniversary of our J. Lohr *Touching Lives* program. In partnership with National Breast Cancer Foundation, Inc.®, this initiative supports life-saving mammograms and other early detection and support services for women in need across the U.S. Since the program's inception, we've helped fund more than 8,000 mammograms, and, with your continued help, we aim to make an even greater impact as we surpass \$1,000,000 in support to NBCF. Every bottle of our J. Lohr Carol's Vineyard Cabernet Sauvignon contributes directly to this cause, so as you enjoy our wine, know that you're also helping to save lives. You can learn more at jlohr.com/touchinglives.

Come Over October: A Celebration of Community

We are thrilled to announce our support of Come Over October, an industry initiative across the country that reminds us of wine's rightful role in bringing people together to ignite conversations and mark memorable moments. Whether local or visiting, we invite you to "come over," enjoy our wines, and *#ShareTheLohr* with loved ones.

Reflecting on the San Jose Wine Club Appreciation Party

We want to thank everyone who joined us for our J. Lohr Wine Club Appreciation Party at the Triton Museum in San Jose on August 4th. It was a fantastic evening filled with great J. Lohr wines and delicious food prepared by Chef Rodney Baca, accentuated by the dulcet sounds of the Nashville Experience against the backdrop of the Museum's extraordinary art collection. The event was an expressive way of showing appreciation for your ongoing support and celebrating the close-knit community that makes our J. Lohr Wine Clubs fun and educational.

We're excited to see some of you who were not able to join us at the Triton at our next party on October 20th at the J. Lohr Paso Robles Wine Center. This event promises another harvest-season afternoon of wine, food, and camaraderie surrounded by our beautiful vineyards.

Thank you for being part of the J. Lohr family. We look forward to celebrating the rest of this remarkable year with you!

Warm regards,



Cynthia Lohr



2023 J. Lohr F&G Vineyard Pinot Blanc



Pinot Blanc was one of the original 11 varieties planted by Jerry Lohr in the Arroyo Seco in 1972. This wine was grown on our sustainably farmed joint venture, the F&G Vineyard. The rugged cobblestone-laden soils in the Arroyo Seco keep yields in check and produce fruit with varietal intensity, minerality, and exceptional weight. The long, cool growing season of the Arroyo Seco appellation ensures that texture develops alongside bright acidity. The 2023 growing season was characterized by a very cool early spring, followed by daytime highs in the 80s during the summer that helped fully ripen the grapes. We harvested this vineyard in two picks from October 9th through 13th - the first to enhance the bright acidity that is the Alsatian side of this grape and the second to provide riper, melon flavors and rich texture to extend the finish. Aged for six months sur lie in concrete egg and neutral French oak barrel and puncheon.

Winemaker, White Wine Kristen Barnhisel and VP Winemaking Steve Peck's notes: *"The 2023 F&G Vineyard Pinot Blanc is highlighted by aromas of white floral, yellow rose, quince, crushed rock, and pear. These aromas are complemented on the palate by the complex flavors of ripe melon, Meyer lemon, and marzipan with a creamy texture and long finish from fermentation and aging in the large vessels. Serve as an aperitif to complement Taleggio cheese, or as an entrée with shellfish, apple-fennel salad, or cauliflower-gruyere souffle."*

247 cases produced. Certified California Sustainable.

2023 J. Lohr October Night Chardonnay



The vineyards for the October Night Chardonnay lie near the mouth of the Arroyo Seco River, providing the vines 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 distinctive and attractive floral character. The soil is laden throughout its loamy profile with stones that absorb heat during the day and radiate back their stored warmth after sunset, enhancing the eventual wine's floral richness. The 2023 vintage in the Arroyo Seco was the coolest in a decade, with the latest harvest in recent years. Fortunately, September began with some warmer weather to fully ripen the Chardonnay. Harvest of Clone 809 Chardonnay occurred on October 30, 2023. Fermented and aged in French oak barrels sur lie for 8 months (22% new wood).

Winemaker, White Wine Kristen Barnhisel and VP Winemaking Steve Peck's notes: *"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 and flavors, providing a balanced, creamy palate texture. This is a perfect pairing to crab cakes, halibut with Meyer lemon and capers, citrus-herbed chicken, or seared scallops."*

6,403 six-bottle cases produced. Certified California Sustainable.

2022 J. Lohr Arroyo Vista Chardonnay



The 2022 growing season in Monterey’s Arroyo Seco was classic, perfect for ripening Chardonnay. The cool weather during the spring provided for slow, even ripening of the grapes. The warmth in early September, ideal for flavor development, was tempered by the afternoon winds off nearby Monterey Bay - extending the time on the vine for more texture and mouthfeel. Most of the final Arroyo Vista blend is clone 76, with its ripe pear and apple flavors. Clone 96 brings nectarine flavors and texture to the wine. Clone 548 offers lovely white and yellow floral aromas and Meyer lemon flavors, while clones 5 and 17 add layers of stone fruit and minerality. This array of clones and flavors combine for a unique and complex Chardonnay. This Vineyard Series’ Arroyo Vista release was aged sur lie in French oak barrels for 14 months (45% new wood).

Winemaker, White Wine Kristen Barnhisel and VP Winemaking Steve Peck’s notes: *“Exhibits intriguing aromas of paperwhites, Meyer lemon, apple, pear, and crème brûlée. The rich texture is a result of classic Burgundian techniques: primary and malolactic fermentation in French oak barrels and weekly stirring of the lees during aging. Flavors of pear, lemon cream, chalky minerality, and baking spices lead to a long, sweet oak finish. Pairing suggestions include triple crème brie cheese, mussels in lemon-wine sauce, chicken with Dijon mustard sauce, lobster or crab with lemon butter.”*

17,472 six-bottle cases produced. Certified California Sustainable.

2022 J. Lohr Hilltop Cabernet Sauvignon



The primary source of the 2022 Hilltop Cabernet Sauvignon is our J. Lohr Shotwell Vineyard in the cool, Templeton Gap-influenced El Pomar District of Paso Robles. A small portion of the blend comes from our Beck Vineyard, located at 1,700-foot elevation in the Creston District. The final 5% comes from our J. Lohr ranches located within the mountainous Adelaida District. Our Paso Robles vineyards are blessed with long summer days of intense sunshine, followed by ocean-cooled nights. The Cabernet vines are naturally stressed in the dry, often very gravelly, and sometimes lime and shale-laden soils. Water is at a premium in these vineyards, requiring the viticulturist to carefully manage pruning and irrigation. Final blend: 94% Cabernet Sauvignon, 3% Petit Verdot, 2% Malbec, 1% Cabernet Franc. Aged sixteen months in French oak barrels from coopers Berger, Marcel Cadet, Nadalié, Saint Martin, Sylvain, and Taransaud.

Red Winemaker Brenden Wood and VP Winemaking Steve Peck’s notes: *“Displays trademark aromas of blackberry and blueberry compote, with violet, cracked pepper, and black tea. On the palate, shows juicy layers of currant with fine-grained tannins. The plump fruit flavors lead to a bright finish, with pastry notes from the 16 months in French cooperage. Delicious with rosemary-seasoned ribeye and garlic-roasted potatoes.”*

63,500 six-bottle cases produced. Certified California Sustainable.

2022 J. Lohr *Gesture* Syrah



Our J. Lohr *Gesture* Syrah comes from plantings at our Stairway Vineyard located in the Adelaida District of western Paso Robles. This Syrah grows on soil series 113, which is described as Balcom-Calleguas complex, on 50% to 75% slopes. Hiking up the vine rows at Stairway is leg-burning and requires caution when traversing the steep, step-like chalk rocks. This part of Paso Robles is an ancient, uplifted seabed so fossilized that seashells are often found in the ground, even though the vineyard is perched at 1,500-foot average elevation. Weather at Stairway is ideal for growing Syrah – daytime high temperatures are moderate at this site thanks to early afternoon breezes from the nearby Pacific coast. Harvested August 25th and September 2nd, 2022. Aged 16 months in 60-gallon French oak barrels, 9% new wood.

Red Winemaker Brenden Wood and VP Winemaking Steve Peck’s notes: *“Fragrant blackberry and blueberry aromas with touches of sandalwood, sage, and brown sugar. Abundant dark berry fruit glides across the palate with nuanced tannins, cranberry, and a peppery kick on the finish. Perfect pairings include mushroom and wine-braised beef with windowpane potato chips or a sausage and tomato pizza pie.”*

260 cases produced. Certified California Sustainable.

2022 J. Lohr Home Ranch Petit Verdot



This Petit Verdot was grown on the J. Lohr Home Ranch in the warmer Region III Paso Robles Estrella District. The block was planted to an east-west row orientation in 2008 with clone 400 on low-vigor 420A rootstock. The soils are coarse, loamy Arbuckle-San Ysidro complex. A highly fruitful variety, Petit Verdot requires extensive fruit thinning to achieve luxury wine quality. Our program involves pinching clusters from young shoots in early spring, followed by dropping to one cluster per shoot prior to veraison. This protocol favors good canopy development and allows sunlight to envelope every berry on every cluster, resulting in exceptional color and flavor in the fruit. Known as the “bookend” variety, picking late-maturing Petit Verdot signals that another harvest is winding down. We harvested this Petit Verdot on October 20th, 2022. Aged 15 months in Marcel Cadet water-bent, medium-toast French oak barrels.

Red Winemaker Brenden Wood and VP Winemaking Steve Peck’s notes: *“Showcases complex varietal aromas of blue fruit, black cherry, graphite, and violet. Plump fruit on the palate with sophisticated tannins. Lasting plum and blackberry flavors linger on the finish with spicy accents of cola and fennel. Pair with hearty beef rib eye and vegetable stew or serve to end the meal with Manchego cheese, Marcona almonds, and dried fruit.”*

339 cases produced. Certified California Sustainable.

2022 J. Lohr Home Ranch Cabernet Franc



Our Cabernet Franc was grown on the J. Lohr Home Ranch in the warmer Region III Paso Robles Estrella District. The block was laid out to an east-west row orientation in 2007 with clone 327 grafted to low-vigor 420A rootstock. The vines are trained to a bilateral cordon and spur-pruned, thinning to two shoots per spur annually. The soil is low water-holding, fine loamy Nacimiento - Los Osos complex. Cabernet Franc is an upright-growing variety that is very drought tolerant. 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. Meticulously farmed by J. Lohr vineyard manager John Pierini and his team, this Cabernet Franc was handpicked on October 10, 2022 and made in our small-lot winery in Paso Robles. Aged 16 months in 225-liter Bordeaux Export French oak barrels from coopers Sylvain and Marcel Cadet.

Red Winemaker Brenden Wood and VP Winemaking Steve Peck's notes: *"Fragrant berry compote, wild raspberry, and mint sprig-infused aromas with hazelnut, cocoa dust and dark roast coffee. The palate is pure, with loads of fresh black cherries, blackberries and dried herbs. A perfect pairing with a honey-glazed ham and scalloped potatoes."*

367 cases produced. Certified California Sustainable.

2022 J. Lohr Shotwell Vineyard Malbec



The J. Lohr Shotwell Vineyard is located in the El Pomar District of Paso Robles. The climate here is a moderate Region II on the Winkler heat accumulation scale, which characterizes it as a quite cool location for late-ripening red varieties. This tightly spaced, cordon-trained, spur-pruned planting of Malbec clone 596 is laid out with an 8' by 4' vine spacing; it was planted in 2015 on a north-facing slope of calcareous Linne-Calodo soil. The steep slopes at this location required the row direction for planting follow the grade of the hillside in order for our tractors to be able to navigate the steep terrain. We've coined the term "friendly blender" for our Paso Robles Malbec because its approachable, high-tone red fruit flavor and soft texture give it the ability to elevate the quality of so many other red grape varieties. With this bottling, we are excited to let one of our favorite blocks of Malbec shine on its own. The J. Lohr Shotwell Vineyard Malbec has been aged for 15 months in water-bent French oak barrels that have low oak aroma impact – allowing full expression of its varietal character.

Red Winemaker Brenden Wood and VP Winemaking Steve Peck's notes: *"Irresistible brambly red fruit and olallieberry aromas with notes of hibiscus and confectionery. The palate is energetic and concentrated, with tart raspberry and pomegranate seed flavors upfront. Taut tannins give way to salted dark chocolate and cherry on the finish. Try with steak fajitas or charcuterie with Manchego cheese."*

240 cases produced. Certified California Sustainable.

2021 J. Lohr Cuvée PAU



The inspiration for this unique blend comes from the Grand Cru wines of the Pauillac area of Bordeaux - traditionally composed of primarily Cabernet Sauvignon, with accents of other noble red varieties. The 2021 vintage delivered unparalleled quality to Paso Robles, thanks to dry conditions forcing the vines to produce small but concentrated berries – typical of drought years in the region. Cabernet Sauvignon for this blend was handpicked on October 10, 2021, from the steep, chalky slopes of our J. Lohr Stairway Vineyard in the Adelaida District. Cabernet Franc (25%) was added to the final blend to bring freshness and blue fruit, while a small amount of Merlot contributed lively raspberry and currant elements. After undergoing primary and malolactic fermentations, the wine spent 22 months in Center of France oak barrels (66% new wood) from cooper Marcel Cadet.

Red Winemaker Brenden Wood and VP Winemaking Steve Peck's notes: "Aromas of cassis and Morello cherry are layered with espresso, cracked pepper, and almond pastry. The palate is nicely balanced with ultra-fine tannins and a juicy yet elegant finish. A superb match with grilled rosemary lamb chops, garlic mashed potatoes, and roasted beets. Delicious now but will reward patient, proper cellaring through 2033."

377 cases produced. Certified California Sustainable.

2015 J. Lohr Cuvée PAU – Library Release



Paso Robles saw a fourth consecutive year of below normal rainfall in 2015. 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 but were followed by an unusually cold period during the early May bloom that reduced crop yields by roughly 40% due to shatter. The resulting lighter crop hung on the vine until the last week of October to achieve the complete and uniform ripening required for this luxury-level release. The wine spent 18 months in Bordeaux Export-style barrels (60% new wood) from coopers Marcel Cadet and Saury. It was bottled in July 2017 and initially released after 18 months of bottle age. Final cépage: 72% Cabernet Sauvignon, 13% Petit Verdot, 13% Merlot, 2% Malbec.

VP of Winemaking Steve Peck's notes: "The 2015 J. Lohr Cuvée PAU is drinking beautifully at age nine, still showcasing its original aromas of savory cassis, black fruit, and earthy forest notes. Much of its tannins have nicely resolved and softened with age, leaving a classic Paso Robles Cabernet palate of plum, anise, graphite, and sweet oak. Decanted, should prove a wonderful pairing with braised beef short ribs and root vegetables or with a cheese course of aged gouda and sharp clothbound cheddar."

656 six-bottle cases originally produced.

2023 J. Lohr Gesture Viognier



The grapes for the *Gesture* Viognier are grown on our Rain Catcher Vineyard in the Adelaida District of western Paso Robles. Rain Catcher was planted in 2010 and is the westernmost vineyard in the appellation. It captures the highest annual rainfall of any winegrowing property within the Paso Robles AVA; its overall climate is nearly identical to that of the northern Rhône. Rain Catcher’s warm days with southern and western exposures on its hillsides help to naturally develop ripe, lush flavors, while its cool nights allow for extra hangtime, giving the wine power and depth. The climate, combined with the well-drained soils of calcareous shale and weathered sandstone, makes this vineyard’s terroir ideally suited to growing Viognier. After hand-picking and a 10-day fermentation, the wine was aged six months in acacia barrels and puncheons.

Winemaker, White Wine Kristen Barnhisel and VP, Winemaking Steve Peck’s notes: *“Pale yellow in color, the 2023 J. Lohr Gesture Viognier offers aromas of gardenia, white peach, nectarine, and Meyer lemon. These aromas are complemented by the rich, balanced palate of lemon custard, ripe orange, and a long, textured finish. Perfect pairings include lightly dressed spring salads, fresh shellfish, and curried dishes with a lick of spicy heat.”*

339 cases produced. Certified California Sustainable.

2023 F&G Vineyard Sauvignon Blanc



The grapes for the F&G Vineyard Sauvignon Blanc are grown in the alluvial path of the Arroyo Seco River where vines struggle in the sand-laden, cobblestone soils that define the Arroyo Seco AVA. These rocky soils and the cooling winds off Monterey Bay keep yields in check and produce fruit with intensity, minerality, and exceptional weight. The long, cool growing season of the Arroyo Seco appellation ensures that the fleeting, exotic fruit flavors of Sauvignon Blanc are retained along with a vibrant natural acidity. The F&G Vineyard Sauvignon Blanc is crafted to be a New World expression of pure varietal character in a classic, Old-World style. Aged for six months sur lie in stainless steel (45%) and French oak and acacia barrels (55%).

Winemaker, White Wine Kristen Barnhisel and VP, Winemaking Steve Peck’s notes: *“The 2023 F&G Vineyard Sauvignon Blanc is pale yellow in color. It presents aromas of honeysuckle and grapefruit, with a hint of fig. Bright flavors of ripe key lime, vanilla, Meyer lemon, and tarragon take center stage, with a rich palate texture and long finish. Enjoy this wine as an aperitif with goat cheese or oysters, or with a spring vegetable risotto or lemon-tahini chicken main course.”*

355 cases produced. Certified California Sustainable.



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