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J. LOHR VINEYARDS & WINES BREAKS THE FOURTH WALL TO ENGAGE CONSUMERS WITH NATIONAL #YOUKNOWJLOHR CAMPAIGN

SAN JOSE, Calif. – June 1, 2016– J. Lohr Vineyards & Wines (www.jlohr.com) today unveiled a comprehensive campaign entitled #YouKnowJLohr, designed to engage new and seasoned fans of J. Lohr’s flagship wines, the J. Lohr Estates Riverstone Chardonnay and Seven Oaks Cabernet Sauvignon. Building on the success of J. Lohr’s six-part video series entitled “The Perch,” in support of the Falcon’s Perch Pinot Noir, #YouKnowJLohr goes a step further and breaks the “fourth wall” in comedic videos that open a direct dialogue with the audience.

“We chose to speak directly to consumers’ enthusiasm for J. Lohr in lighthearted scenarios that also underscore what’s unique about J. Lohr and our wines,” said VP Marketing, Rhonda Motil. “J. Lohr means quality, incomparable flavor and dependability from vintage to vintage, and like our wines, #YouKnowJLohr is meant to be widely enjoyed and shared. These videos capture everyday experiences and celebrate consumers’ trust in our wines.”

The campaign begins with the debut of four 60 to 90 second videos for Riverstone Chardonnay, three of which focus on the consumer experience. “Me Time” addresses the calm before the Girls’ Night storm, detailing how one very opinionated hostess finds her happy place with J. Lohr wine. “Rite of Passage” captures the plight of a corporate newbie putting his best foot forward to impress his boss with Riverstone Chardonnay. “Too Many Cooks” tries to resolve a sisterly squabble in the kitchen by looking to family-owned J. Lohr as an inspiration to put their sibling issues aside. Lastly, the trade-focused video, “The Dance,” offers a behind-the-scenes look at the relationship between salespeople and their accounts. The videos also feature cameos by members of the Lohr family and the

winemaking team. A quartet of comparable videos will be released in August that will feature the J. Lohr Estates Seven Oaks Cabernet Sauvignon.

While the campaign name references the familiarity and confidence that consumers have with J. Lohr, which has been a pioneering winemaking leader on California's Central Coast for more than four decades, it also provides new ways for wine enthusiasts "to know" the winery. This includes educational information about J. Lohr's estate program, its family ownership and key quality-focused winemaking techniques. On the lifestyle side, non-video elements of the campaign include recipes, food-pairing ideas, party-planning tips, and other useful ways for customers to better "know" J. Lohr.

The innovative campaign is a comprehensive initiative that includes video, social media, and Web advertising, complemented by trade and consumer print advertising, POS and branded merchandise. The #YouKnowJLohr Riverstone Campaign concludes August 31st and overlaps with the #YouKnowJLohr Seven Oaks Campaign, which commences on August 1st. For more information, please visit jlohr.com/YouKnowJLohr.

About J. Lohr Vineyards & Wines

Founded four decades ago by Jerry Lohr and still family-owned and operated today, J. Lohr Vineyards & Wines crafts a full line of internationally recognized wines from more than 5,000 acres of sustainably farmed estate vineyards in Paso Robles, Monterey County's Arroyo Seco and Santa Lucia Highlands appellations, and St. Helena in the Napa Valley. Offering an expressive range of styles, J. Lohr produces four tiers of signature wines showcasing its estate grapes: *J. Lohr Estates*, *J. Lohr Vineyard Series*, *J. Lohr Cuvée Series* and *J. Lohr Gesture*.

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