



## **J. LOHR LAUNCHES “SIGNATURE”**

### **New Limited-Production Cabernet Sauvignon Celebrates Pioneering Winegrower Jerry Lohr’s 80<sup>th</sup> Birthday.**

Paso Robles, CA – January 10, 2017 – In honor of wine industry visionary and pioneer Jerry Lohr’s 80<sup>th</sup> birthday, J. Lohr Vineyards & Wines is proud to debut “J. Lohr Signature,” a new ultra-luxury Paso Robles Cabernet Sauvignon. This inaugural 2013 vintage of J. Lohr Signature was made using grapes from specially selected vineyards in J. Lohr’s winegrowing program. As the pinnacle of the red wine portfolio, J. Lohr Signature retails for \$100 a bottle, with only 966 six-bottle cases produced.

In 1988, building on the success he had already achieved with cool-climate grapes in Monterey County, Jerry Lohr planted his first Cabernet Sauvignon in the Paso Robles region. In the three decades since, Lohr has established a renowned Cabernet estate program and Paso Robles has emerged as one of California’s greatest winegrowing regions. “I know the land well; I have walked and farmed these vineyard blocks for years,” says Lohr. “It is extremely rewarding to have watched the evolution of Paso Robles over the years. My signature on the label makes this wine a personal statement; a salute to everyone who has helped shape our appellation’s reputation.”

J. Lohr Director of Winemaking Jeff Meier was also there during the early days of the Paso Robles wine industry, when Lohr and others literally planted the foundation for the region. Today, Paso Robles grows more Cabernet Sauvignon than any other coastal appellation in California, after Napa Valley. “For our 2013 J. Lohr Signature release, Jerry, Red Winemaker Steve Peck (who was recently honored by his peers as San Luis Obispo County’s 2016 Winemaker of the Year) and I worked with our grower / partner Steve Beck, in Paso’s Creston District,” says Jeff. “The Cabernet Sauvignon from Steve’s mountaintop site has a distinctive character that worked beautifully for the wine. The slopes are above 1,600 feet in elevation, with a topography that exposes the vines to cooling winds. This combination of ideal slope, sun exposure and wind at the Beck Vineyard produces Cabernet with intense flavors and some of the darkest color in the region.”

Another important component in the debut vintage of J. Lohr Signature is estate Merlot from the El Pomar District, which contributes bright fruit and an aromatic herb and spice character. “Our Creston Vineyard grows some of the finest Merlot in all of Paso Robles,” remarks Jeff. “To accentuate the lovely weight and texture of our debut Signature bottling, we also blended in a small amount of Petit Verdot from our beloved Carol’s Vineyard in the St. Helena region of Napa Valley. With the phenomenal quality coming off all of these sites in 2013, we knew that this was going to be an exciting wine.”

The 2013 J. Lohr Signature Cabernet Sauvignon will be released this month in honor of Jerry Lohr’s 80<sup>th</sup> birthday. This type of very limited release is normally reserved for J. Lohr club members and the winery’s visitor centers but Jerry Lohr wanted this special wine to be available to a wider audience. In appreciation of J. Lohr’s valued wholesale and distributor partners, a limited number of six-bottle packs will be available in select markets mid-January – destined for key on- and off-premise accounts.

### **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 its 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 five tiers of award-winning wines showcasing its estate grapes – J. Lohr Estates, J. Lohr Vineyard Series, J. Lohr Cuvée Series, J. Lohr *Gesture*, and J. Lohr Signature Cabernet Sauvignon.

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*J. Lehr*

SIGNATURE

PASO ROBLES  
CABERNET SAUVIGNON  
2013

ALC 14.5% BY VOL