

Creating Experiences

WITH J. LOHR VINEYARDS & WINES *By Christina Staalstrom*

A handful of pioneering grape-growing visionaries founded the California wine industry we know today. One of them, Jerry Lohr, made his way from a South Dakota Farm to the Central Coast of California in the late 60s and built J. Lohr Vineyards & Wines to become one of the region's leading family wineries.

For over four decades, J. Lohr Vineyards & Wines, continues to be a family-owned and operated winery, and Jerry, still very active today at 84 years young, works alongside his three children, Steve Lohr (co-owner and CEO), Cynthia Lohr (co-owner and Chief Brand Officer) and Lawrence Lohr (co-owner/COO Vineyards) managing 1,400 acres of vineyards in the Arroyo Seco and Santa Lucia AVA of Monterey County, and over 2,700 acres of vineyards in Paso Robles.



Left to right: Lawrence, Cynthia, and Steve Lohr

The winery produces six tiers of award-winning wines: J. Lohr Estates, J. Lohr Vineyard Series, J. Lohr Cuvée Series, J. Lohr Gesture, J. Lohr Signature Cabernet Sauvignon, and the newest addition, J. Lohr Pure Paso Proprietary Red Wine. The wines showcase bold, concentrated flavors expressive of place and the origin of each of its specific vineyard sights.

Who better to offer bartenders—who often shy away from the wine list—a few pointers on selling wine? The key thing to remember is that wine is meant to be consumed with food; it enhances a meal and complements the flavors on the plate. So, work with the customer to select a wine and create a personalized experience they will remember resulting in a repeat customer and better tip.

When selling wine, key information about the vineyard will help boost sales. For example, when suggesting J. Lohr Wines, the following talking points will appeal to most wine drinkers.

- J. Lohr Vineyards & Wines are family-owned and operated since 1974.
- The wines are produced from vineyard to bottle.
- J. Lohr Wines are a good value. They continue to build on a legacy of superior wines with a reasonable price point.
- J. Lohr Wines are Certified Sustainable. Because preserving natural balance is key for J. Lohr, a commitment to forward-looking sustainable practices awarded them the Certified California Sustainable Winegrowing distinction from the CSWA. J. Lohr is one of the first wineries to receive this distinction.
- Each varietal of J. Lohr Wines is an authentic interpretation crafted by a passionate team of winemakers.
- Unique origin is reflected on some of the fanciful labels of its J. Lohr Estates tier wines.
- The J. Lohr "Riverstone" Chardonnay is named for the subsoil of the Arroyo Seco AVA vineyards, where river stones the size of baked potatoes provide excellent drainage and insulation for the vines.
- J. Lohr "Falcon's Perch" Pinot Noir got its name from a falcon sighting by Cynthia Lohr in a pine tree among the vines, which prompted placement of bird boxes throughout the vineyard to attract other birds of prey and protect the grapes from vertebrate pests while preserving the ecosystems natural balance.
- The wines are crafted to be balanced and food friendly. They are often seen as "go-to wines" with quality, consistency, and value in focus.