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## **J. LOHR VINEYARDS & WINES INTRODUCES J. LOHR ESTATES FALCON'S PERCH PINOT NOIR**

SAN JOSE, California – August 31, 2010 – J. Lohr Vineyards & Wines is proud to announce the release of the debut vintage of its J. Lohr Estates Falcon's Perch Pinot Noir. Part of the winery's award-winning J. Lohr Estates tier, which features such category-defining wines as Seven Oaks Cabernet Sauvignon, Los Osos Merlot and Riverstone Chardonnay, the new J. Lohr Estates Falcon's Perch Pinot Noir is crafted from cool-climate Monterey County fruit, with an emphasis on grapes from J. Lohr's acclaimed 1,360-acre estate program in the Arroyo Seco and the Santa Lucia Highlands appellations. For the inaugural 2009 vintage, J. Lohr produced 12,400 cases of its J. Lohr Estates Falcon's Perch Pinot Noir, and the wine will be rolled out nationally beginning in September at a suggested retail price of \$17.

“Releasing this wine has been part of a patient, thoughtful journey,” says Director of Winemaking Jeff Meier, who has been with J. Lohr since 1984. “Our J. Lohr Estates Falcon's Perch Pinot Noir builds on what we began in the J. Lohr Vineyard Series with our Fog's Reach Vineyard Pinot Noir. It is the product of years of research and experimentation with different clones of Pinot Noir, and different viticultural approaches. And even though this is a wine that's designed to reach a larger audience, it still benefits from remarkable attention to detail. In the vineyard, yields were kept under 3 tons per acre, with individual sides of the vines picked in multiple passes weeks apart. In the winery, we worked in lots as small as 5 tons, did whole-berry fermentation, and did both light pump-overs and punch-downs—all of which underscores our commitment to quality, and our desire to make a vineyard-driven wine that captures the purest varietal expression of Pinot Noir from Monterey County.”

Falcon's Perch takes its name from the falcon that lives in the lone pine tree overlooking J. Lohr's Pinot Noir vineyards, and the many birds of prey that keep watch over the vineyards from the bird boxes J. Lohr has installed. The name was chosen to reflect J. Lohr's commitment to sustainability—a focus that has included establishing the largest solar tracking array in the wine industry, and culminated with J. Lohr becoming one of the first wineries in California to achieve California Sustainable Winegrowing Certification for its two wineries and its estate vineyards in Arroyo Seco and Paso Robles.

### **J. Lohr Vineyards & Wines**

J. Lohr Vineyards & Wines was founded in 1972 by Jerry Lohr, who was raised on a South Dakota farm, and has spent six decades actively farming—experience that informs J. Lohr's respect for the land and focus on sustainability. J. Lohr Vineyards & Wines makes a full line of internationally recognized wines from over 3,700 acres of estate vineyards in Paso Robles, Monterey County and the Napa Valley. Offering an expressive range of styles, J. Lohr produces four tiers of signature wines: *J. Lohr Estates*, *J. Lohr Vineyard Series*, *J. Lohr Cuvée Series* and *J. Lohr Gesture*. J. Lohr also produces an array of flavorful wines under its Cypress Vineyards, ARIEL (non-alcoholic) and Painter Bridge labels.

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