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## **J. LOHR VINEYARDS & WINES NAMED 2010 AMERICAN WINERY OF THE YEAR**

*J. Lohr to be honored among leaders and legends of the wine and spirits world at the 11<sup>th</sup> Annual Wine Star Awards presented by Wine Enthusiast Magazine*

SAN JOSE, Calif – October 27, 2010 – J. Lohr Vineyards & Wines has been named the 2010 American Winery of the Year by *Wine Enthusiast Magazine*, in an announcement released Monday. This award will be accepted by J. Lohr Vineyards & Wines President and Founder Jerry Lohr at the 11th Annual Wine Star Awards gala, which will be held on January 24th at the New York City Public Library. In receiving this honor, J. Lohr joins an esteemed list of past American Winery of the Year winners that includes Harlan Estate, Beringer and Chateau Ste. Michelle. J. Lohr was selected as the winner of the 2010 American Winery of the Year Award by the editors of *Wine Enthusiast Magazine* for its ongoing contributions to the wine industry.

*Wine Enthusiast Magazine* Editor and Publisher Adam Strum commented on Monday's announcement, saying, "J. Lohr has been a continual force in the California wine industry for nearly four decades, passionately championing the Central Coast winegrowing regions of Paso Robles and Monterey County, and offering great leadership within the wine industry. In addition, the people at J. Lohr have dedicated themselves to producing high-quality wines, while making significant contributions in the areas of sustainability, education and social responsibility. We are thrilled to acknowledge them as our 2010 American Winery of the Year."

"As a family-owned business, we are honored to have been named American Winery of the Year," said Jerry Lohr, founder and president of J. Lohr Vineyards & Wines. "This award is the result of the continual dedication of everyone in the J. Lohr extended family, from our Director of Winemaking Jeff Meier, who has been with us for over a quarter century, to our salespeople, distributors, vineyard workers and winery staff, many of whom have also been with us for decades."

J. Lohr Vineyards & Wines has been in operation since the early 1970s, when founder Jerry Lohr, a South Dakota native, began to search for a site for his first vineyards. One of the early pioneers of high-quality Central Coast winemaking, Jerry Lohr was among the first to realize the vast, untapped potential of this now-acclaimed region with the establishment of his original 280-acre vineyard in the Arroyo Seco region of Monterey County in 1972. As J. Lohr's Monterey County estate program has grown, the focus has remained on cool-climate varietals, including Chardonnay, Riesling, Valdiguié and Pinot Noir. In 1988, J. Lohr began planting Cabernet Sauvignon, Merlot, Syrah and other red varietals in the Paso Robles region, while working toward the creation and development of an adjacent winery and barreling facility. Today, J. Lohr Vineyards & Wines has almost 3,700 acres of estate vineyards in Paso Robles, Monterey County and St. Helena, with two fully operational wine centers in San Jose and Paso Robles, and is sold in over 30 countries worldwide.

In addition to J. Lohr Vineyards & Wines' long history in Central Coast winemaking, recent developments have further set the winery apart as an industry leader. As part of its commitment to sustainability, last year J. Lohr unveiled a 3-acre photovoltaic solar tracking system (the largest of its kind in the industry), which provides approximately 85 percent of the annual power used at the J. Lohr Paso Robles Wine Center and Winery. Other achievements in sustainability have led to the winery being one of the first 17 to earn the Certified California Sustainable Winegrowing distinction, offered by the California Sustainable Winegrowing Alliance (CSWA).

The winery's commitment to innovation and sustainability extends beyond its own vineyards to the industry at large, and is reflected in the company's support of the world's first LEED-Platinum teaching winery and vineyards at UC Davis. This facility, part of the Robert Mondavi Institute for Wine and Food Science, will feature both the J. Lohr Vineyards & Wines Fermentation Room and the J. Lohr Sensory Lab. Other socially conscious commitments include fair employment practices, a partnership with the National Breast Cancer Foundation to donate 500 mammograms for women in need, and support of organizations devoted to the health and well-being of children and families.

For more information about the Wine Star Awards, please visit [www.WineMag.com/WineStar](http://www.WineMag.com/WineStar)

**About J. Lohr Vineyards & Wines** ([www.jlohr.com](http://www.jlohr.com))

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 nearly 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.

**About *Wine Enthusiast Magazine***

Wine Enthusiast Magazine is a leading wine publication that educates and entertains readers about wine and the wine lifestyle in an accessible and user-friendly way. Published 13 times per year, the magazine’s readership is more than 700,000. The magazine and its Buying Guide with more than 100,000 ratings and reviews are available online, at [www.winemag.com](http://www.winemag.com).

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