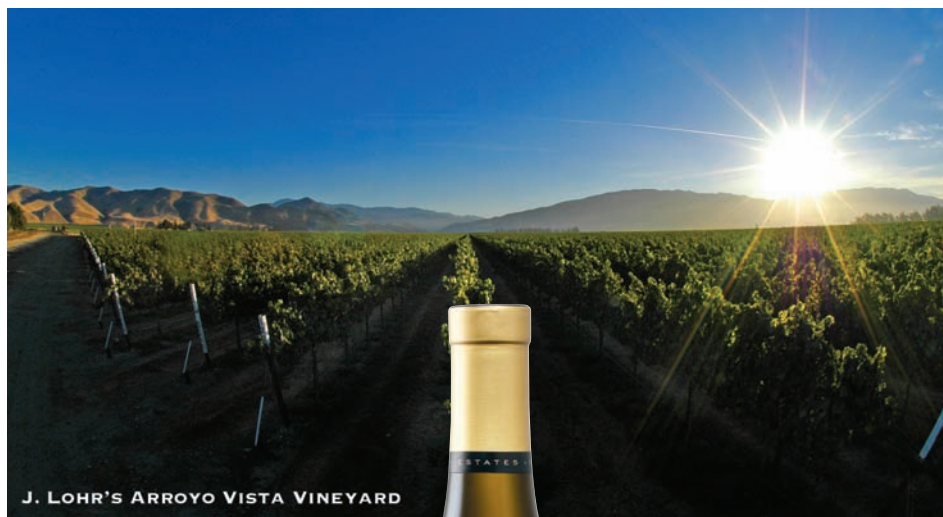


Welcome to Wine Country in the Bay Area

by Cynthia Lohr, J. Lohr Winery



Making the decision to relocate to the San Francisco Bay Area means you now have the best of both urban and coastal backdrops for business, residential, educational, leisure and lifestyle opportunities available to you, and we at J. Lohr Vineyards & Wines wish to welcome you! As a forty-three year resident of California, the bulk of which I've spent in the South Bay and the city of San Francisco, I've had ample time to explore the abundance of this region; as a wife, mother of two, and vintner's daughter, insight into burgeoning California winegrowing regions and our dynamic food and alcoholic beverage industries.

The San Francisco Bay Area, because of its proximity to some of the California's most celebrated appellations both north and south, serves as a nexus for fine wine and cuisine and often inspires day and weekend trips. Due north, Napa, Sonoma and St. Helena, long-heralded for setting the early benchmark for some of the world's greatest Cabernets, today is one of the more popular destinations for extended wine tastings, and is synonymous with California wine country luxury and ambiance, from the legacy of the Mondavi family to opulent resorts and exquisite restaurants which



have spawned a new culture of celebrity chefs. East of San Francisco and bordering regions deeper inland finds the acclaimed Livermore Valley, a treasure trove of Bordeaux-inspired white varietals including Sauvignon Blanc and Semillon, home to the Wente family and other acclaimed producers.

Many newcomers are drawn to California's Central Coast, where a drive through Santa Cruz Mountains yields both adventurers in wine-tasting as well as anticipation of California's rugged coastline and seaside villages. Cool winds, fog and a wide range of elevations contribute to wonderful Pinot Noir, Chardonnay and Cabernet and other varietals from the area's roughly fifty growers and producers.

Winding your way down the coast in search of more maritime culture places you in Monterey County, one of the great bastions of cool-climate viticulture. Home to seven distinct sub-appellations along 40,000 vineyard acres along an 80 mile long valley, this region is best known for Chardonnay, Riesling and other wines produced by early appellation champions including Jerry Lohr and the Delicato family.

But closer to home you can always taste some of California's great grape influence at our J. Lohr

San Jose Wine Center, located approximately 1.5 miles from downtown San Jose. We got our start here when my father Jerry purchased the old Falstaff Brewery in the late sixties, and we have since celebrated nearly three and a half decades of fine wine production from our 3,000 acres of estate vineyards in Napa Valley, Monterey County, and Paso Robles, the location of our secondary winery and wine center. At each location you can sample Chardonnay, Cabernet, Merlot, Pinot Noir, Sauvignon Blanc, White Riesling, Syrah, Zinfandel, a Beajoulais-style grape called Valdiguié, and red Bordeaux-inspired blends from our signature J. Lohr Estates, Vineyard Series and Cuvée Series. While you're with us, chat with our friendly staff, buy apparel and gift items, or plan your next event in our Vineyard Room! Just as we welcome you to our beloved Bay Area on these pages, we look forward to greeting you with open arms the next time you're in San Jose.

