



THE *Artistic* EXPRESSION OF FLAVOR

2004 J. LOHR *Cuvée POM*, Paso Robles Red Wine

VINTAGE

2004 was one of the earliest harvests on record in Paso Robles. It was also the first harvest of our Creston Vineyard. I often hear people say that younger vineyards are not as good as older ones, the primary reason being that the vine achieves 'balance' as it reaches maturity. The first crop is often in a state of artificial balance. The vines are so small that the canopy is open with a very small crop, similar to canopies atop old vines. This was the case for the J. Lohr *Cuvée POM* in 2004, resulting in very small tonnages on youthful vines with tight, intense berries. This was not only exciting to see from the standpoint of the anticipated quality of the 2004 vintage, but also because it highlighted the potential of this vineyard to become the major source for our premium Merlot-based blends in the future.

CUVÉE POM

The *Cuvée Series* was created to allow J. Lohr winemakers a chance to blend small premium lots into *cuvées* that represent the basic varietals grown in three different areas of Bordeaux. In this case, our *Cuvée POM* showcases the major varietals of the Pomerol region on the Right Bank. The major varietal in Pomerol is Merlot, with varying amounts of Cabernet Franc and Cabernet Sauvignon blended in. This *cuvée* utilizes Merlot as the base, but includes a fair amount of Cabernet, which served as the base for the 2004 J. Lohr *Cuvée PAU*. Frankly, due to the exceptional Cabernet fruit quality, it was very difficult not to include a great portion of this delicious wine. The *Cuvée POM*, however, is all about the promise of Merlot in Paso Robles.

TECHNICAL DATA

Origin:	Paso Robles AVA
Composition:	78 % Merlot, 15% Cabernet Sauvignon and 7% Cabernet Franc
Total Acidity:	0.69 g/100 ml
pH at Bottling:	3.62
Alcohol:	15.2% by volume
Residual Sugar:	Dry
Vinification:	Stainless steel fermented Malolactic fermentation in new French oak
Maturation:	22 months in new French oak
Bottling Date:	August 2006
Production:	220 6-bottle cases

WINEMAKERS COMMENTS

The 2004 J. Lohr *Cuvée POM* has a saturated red-purple color with excellent hues. The fruit on the nose is dominated by luscious black cherry and blueberry with elements of toasty vanilla oak and tar. The palate has a combination of lifted fruit in the mid-palate leading to a full and robust finish. This Merlot has a full, resplendent structure with plenty of room to age. Drink now or cellar for the next 15 years, and serve with a rich, flavorful meal such as braised lamb shanks on a bed of polenta.