APPELLATIONS AND VINEYARDS

MONTEREY | PASO ROBLES | NAPA VALLEY
Jerry Lohr helped establish Monterey’s reputation as a world-class winegrowing region. During years of research, Jerry looked first to climate to pinpoint the best potential vineyard sites. In Monterey’s ocean-influenced temperatures and season-lengthening winds, he and his team found ideal conditions for growing Chardonnay, Pinot Noir, and other cool-climate varieties. In 1972, he planted the winery’s first 280 acres in what was to become the heart of the Arroyo Seco appellation.

The Arroyo Seco AVA in Monterey has one of California’s longest growing seasons. Brisk winds and fog from nearby Monterey Bay lower daytime temperatures; these conditions, in concert with a lack of damaging fall rains, allow for dense, gentle ripening—perfect for cool-climate-loving Chardonnay and Pinot Noir. The well-drained, gravelly sandy loam soils complete the picture, producing grapes with trademark fruit intensity and balancing acidity.

The Greenfield Home Ranch consists of sixteen separate blocks. All told, J. Lohr farms over 1,400 net vine count acres in the Arroyo Seco AVA and another 100+ acres in the adjacent Santa Lucia Highlands appellation—an acreage that J. Lohr either wholly owns or farms through joint ventures.

Even with such a long, successful track record in Monterey County, nothing ever stands still at J. Lohr. The Lohr family and vineyard teams are always reassessing and reworking the sustainably farmed properties. New plantings and new farming regimens are constantly being researched and incorporated. The J. Lohr Chardonnay portfolio alone makes use of ten different clones. J. Lohr’s new state-of-the-art white wines facility in Greenfield is centrally located in the vineyards.

**Climate**

The Arroyo Seco AVA is rated Region I (UC Davis degree days). Cold winds and fog off Monterey Bay blow through the Santa Lucia and Gabilan ranges, dramatically lowering temperatures and limiting photosynthesis, giving the region one of the longest growing seasons in California.

**Soils**

Primarily well-draining, low-water-holding sandy loams and alluvials with river stones.
Early on, Jerry Lohr recognized the Paso Robles region’s potential for growing the traditional Bordeaux varieties. Since 1986, J. Lohr has championed Cabernet Sauvignon, Merlot, Petit Verdot, Cabernet Franc, and Malbec in the Paso Robles appellation. The classic Rhône varieties have also found a home in J. Lohr’s Paso Robles vineyards – largely in the Adelaida District sub-AVA, with its higher winter rainfall totals and lime-laden soils. Syrah, Grenache Noir, Viognier, Mourvèdre, Roussanne, and Grenache Blanc are planted.

J. Lohr owns and farms more than 2,600 net vine count acres in five of Paso Robles’ eleven sub-appellation districts: Estrella, San Miguel, El Pomar, Creston, and Adelaida. At the Home Ranch, J. Lohr’s Paso Robles winery is responsible for all red wine production. Here, the winemaking and enology team set the bar for Paso Robles style and quality.

**CLIMATE**
The Paso Robles AVA and sub-AVAs are rated Region II to Region III (UCD). The area sees very warm days (85°F–105°F) and cool nights (45°F–55°F) during the growing season. Through the Templeton Gap, afternoon and evening winds and marine air funnel off the Pacific. The cooling effect is aided by inland breezes from Monterey to the north, as well. The semi-arid climate typically means the vineyards will not have damaging fall rains, and the region is able to base harvest solely on optimal phenolic ripeness.

**SOILS**
Variable depending on site, including quaternary alluvial soils across younger-to-older terraces, chalky calcareous soils, loams, sandy loams, and bedrock residual soils. Well-draining with low to moderate water-holding capacity.
The already well-known appellation of St. Helena in the Napa Valley was an obvious place to look for a site to grow top-flight Cabernet Sauvignon.

In 1984, Jerry Lohr purchased Carol’s Vineyard, a prime vineyard in the St. Helena district, adjacent to the Silverado Trail, on the narrowest part of the Napa Valley floor. Named for Jerry’s late wife, the property was entirely redeveloped and replanted by 1999 and now produces just one release, the J. Lohr Carol’s Vineyard Cabernet Sauvignon. A donation for each bottle sold benefits National Breast Cancer Foundation programs.