FAMILY OWNED SINCE 1974

FORTY-FIVE YEARS OF WINEGROWING MILESTONES

FAMILY OWNED SINCE 1974
IN THE EARLY 1970s, Jerry Lohr helped change the face of California wine by returning to his roots: his love of farming. His knack and instincts for matching crop to soils and climate would help establish the winegrowing reputations of Monterey and Paso Robles.

Today, Jerry Lohr is one of the most respected figures in the industry, as acknowledged by his American Wine Legend honor from Wine Enthusiast Magazine in January of 2017. Jerry is still involved on a daily basis with the vineyards and wines that bear his name.

Steve, Cynthia, and Lawrence Lohr grew up in the business and have worked closely with their father in every aspect of the company. Jerry’s ongoing leadership and the experience and passion of the second generation of Lohrs ensure that one of California’s historic, best-known wineries is in good hands – today and into the future.

Vintage to Vintage, Family, Place, and Craft are at the Heart of J. Lohr’s Success
1972: Steve, Carol, Lawrence, and Cynthia Lohr (Steve’s eldest son) establish J. Lohr Vineyards & Wines

1972-73: The Loves, J. Lohr’s estate vineyards are planted in Monterey’s Arroyo Seco region. Their first 280 acres of vines are planted in 1972. 

1974: J. Lohr’s first wine, a Petite Sirah, is released. The J. Lohr San Jose Wine Center opens and produces its national distribution.

1977: Carlo’s Vineyard Series wines are released. The first release is a Sauvignon, named for Jerry Lohr’s late wife and mother to Steve and Lawrence.

1978-79: Cynthia and Lawrence Lohr.

1979: Steve Peck joins J. Lohr as winemaker, white wines. In 2016, he is named red winemaker, after thirty-five vintages with the company, to be president and CEO.

1984: J. Lohr produces its first estate wine, Monterey’s Carmel Valley Sauvignon, named for Jerry’s mother, Carlo.

1986: Lawrence Lords joins the family business as president and CEO, though he later leaves the company temporarily to pursue wine-related marketing programs and to return as a member of the board of directors.

1987: Lawrence Lords returns to the family business as president, planning and expanding the company’s wine programs and vineyard development.

1988: In the Spring, 1988, the J. Lohr Vineyards & Wines milestone celebration was held.

1989: After thirty-five vintages with the company, Steve Lohr retires, leaving the company in Carol’s capable hands as executive vice president and COO. After thirty-five vintages with the company, Steve Lohr retires, leaving the company in Carol’s capable hands as executive vice president and COO.

1993: After thirty-five vintages with the company, Lawrence Lohr retires, leaving the company in Steve’s capable hands as executive vice president.

1998: J. Lohr’s 80th birthday. J. Lohr’s 80th vintage of Petite Sirah is released - a historic blend in need.


2002: J. Lohr celebrates its 30th anniversary. Steve Lohr retires, leaving the company in Carol’s capable hands as executive vice president and COO. After thirty-five vintages with the company, Steve Lohr retires, leaving the company in Carol’s capable hands as executive vice president.


2006: Karl Antink joins J. Lohr as winemaker in Paso Robles. In 2016, he is named white winemaker, becoming J. Lohr’s first winemaker in the Santa Lucia Highlands AVA.

2007: Karl Antink joins J. Lohr as winemaker in Santa Barbara County, after more than eighteen vintages with the company, to be red winemaker.

2008: Karl Antink joins J. Lohr as winemaker in Paso Robles. In 2016, he is named white winemaker, becoming J. Lohr’s first winemaker in the Santa Lucia Highlands AVA.

2009: J. Lohr unveils the largest vineyard expansion in company history, creating their new Paso Robles Vineyard Series.

2010: J. Lohr is named the 2010 American Winery of the Year by Wine Enthusiast Magazine.

2011: J. Lohr is named the 2011 American Winery of the Year by Wine Enthusiast Magazine.

2012: J. Lohr is named the 2012 American Winery of the Year by Wine Enthusiast Magazine.

2013: J. Lohr launches its Bordeaux-Inspired Blends with a “Bordeaux-Inspired Blends with a Sense of Place.”

2014: J. Lohr celebrates its 40th anniversary.

2015: J. Lohr commits the largest estate vineyards, approximately 3,000 acres, for future development.

2016: J. Lohr is named an American Vineyard Magazine American Winery of the Year.

2017: J. Lohr achieves California Sustainable Winegrowing level 3 certification.

2018: J. Lohr launches its Bordeaux-Inspired Blends with a Sense of Place.

2019: J. Lohr is named an American Vineyard Magazine American Winery of the Year.

2020: J. Lohr is named an American Vineyard Magazine American Winery of the Year.