

# DISCOVER:

BRISTOL FARMS WINE & SPIRITS CATEGORY BUYER SHARES HER MONTHLY FEATURED BRAND

Built on passion, dedication, and an unwavering commitment to quality, J. Lohr Vineyards, which was founded by Jerry Lohr in the early '70s, is a true pioneer of California winemaking. With estate vineyards in Paso Robles, Monterey, and Napa Valley, J. Lohr carefully selects the best growing regions to craft wines that capture the unique characteristics of each terroir. Still family owned and operated, J. Lohr takes a hands on approach to winemaking, with a focus on responsible vineyard practices. The winery has earned certifications for sustainability in both vineyard and winery operations, ensuring that their wines not only taste exceptional, but are also produced with care for future generations.

J. Lohr's vineyards are the foundation of its success, spanning over 4,000 acres across California's Central Coast. The Paso Robles vineyards are known for their rich, well drained soils and dramatic temperature swings, which produce bold, structured reds like Cabernet Sauvignon and Merlot. In Monterey, the cool coastal climate and breezy afternoons create ideal conditions for Chardonnay and Pinot Noir, resulting in wines with bright acidity and expressive fruit flavors.

For over 50 years, J. Lohr has remained dedicated to crafting wines that are expressive, approachable, and reflective of California's finest vineyards. The Lohr family continues to oversee every aspect of production, from vineyard management to winemaking, promising the same level of excellence year after year. Whether you're savoring a glass with a home cooked meal or sharing a bottle with friends, J. Lohr embodies the perfect balance of tradition, innovation, and a deep rooted love for winemaking.

Jennifer Olivera, Master Sommelier 1, WSET Wine and Spirits II, Wine & Spirits Category Buyer, BF Corporate Office

**J. LOHR "FLUME CROSSING"  
SAUVIGNON BLANC**

REG \$17.99 SPECIAL \$14.99

**J. LOHR "RIVERSTONE"  
CHARDONNAY**

REG \$17.99 SPECIAL \$14.99

**J. LOHR "FALCON'S PERCH"  
PINOT NOIR**

REG \$18.99 SPECIAL \$15.99

**J. LOHR "SEVEN OAKS"  
CABERNET SAUVIGNON**

REG \$19.99 SPECIAL \$17.99

**J LOHR "HILLTOP"  
CABERNET SAUVIGNON**

REG \$37.99 SPECIAL \$34.99