

J. LOHR
ESTATES



A Market Watch Blue Chip Brand*

“Now nearly 40 years old, J. Lohr Vineyards & Wines shows no signs of middle age. It has maintained an adroit balance, feeling its way forward with unerring accuracy, and managing both to give customers what they want while at the same time holding a leadership position in the industry.”

-Steve Heimoff, Wine Enthusiast Magazine

From everyone at J. Lohr Vineyards & Wines, we thank you for all you have done to contribute to the success of our brands. With your help, we have achieved incredible growth over the last decade, without sacrificing our commitment to making estate wines of exceptional quality.



From 2000-2010, J. Lohr Estates averaged double-digit growth every year.
Market Watch, December 2011



In combined sales of Chardonnay, Cabernet Sauvignon and Merlot over \$10, J. Lohr Estates is the second-highest volume scanning wine brand for 2011.
Nielsen Premium Wine Scan, YTD November 12, 2011



Over the last six years, J. Lohr Estates Seven Oaks Cabernet Sauvignon has held its position as the number-one scanning Cabernet Sauvignon over \$10.
Nielsen Premium Wine Scan, 2005-Present

* Wine brands qualify for Blue Chip status by selling at least 500,000 cases in 2010 while generating at least \$25 million in gross margin, and achieving at least 10 years of consecutive volume growth or average annual growth of at least 3% from 2000-2010 with at least eight yearly increases over the past 10 years.

