

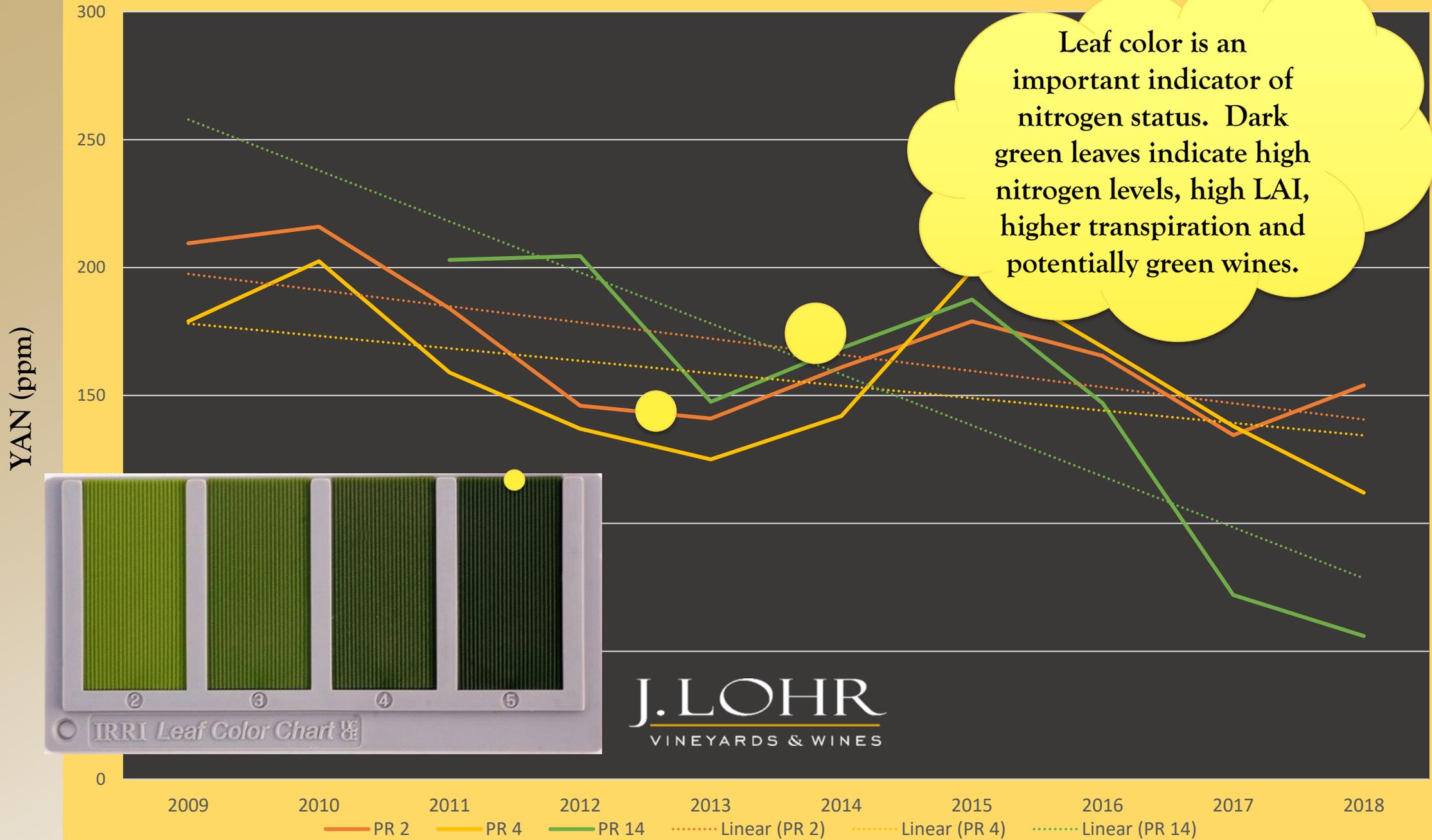
STEVE LOHR

CEO, J. LOHR VINEYARDS & WINES

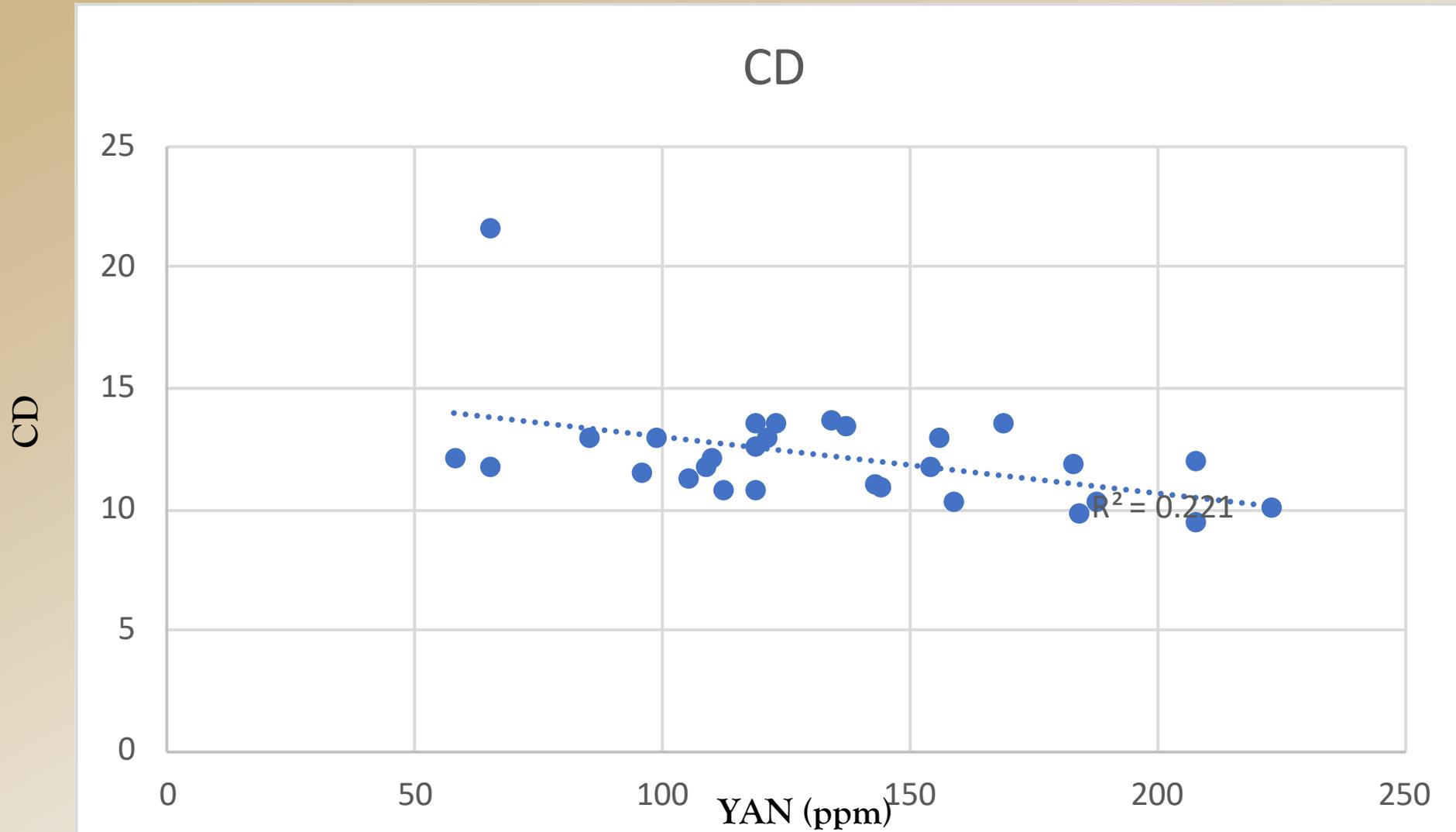
# GROWER STRATEGIES TO INCREASE COLOR AND OPTIMIZE YIELDS



# YAN Levels in 3 Lohr Vineyards



# SURVEY OF 2018 CABERNET MUST YAN vs CD FROM ESTRELLA & SAN MIGUEL SUB-AVA'S



# SUMMARY COMMENTS

- Vineyard derived Cabernet color (CD) is a focus (quality over quantity)
  - Likely CD Enhancers –
    - Pressure bomb guided irrigation (higher stress set points)
    - Lower nitrogen status (lower than current recommended levels?)
    - Appropriate fruit zone light environment
  - CD Diminishers
    - Elevated juice YAN's (increase in green flavors)
    - High density canopies (increase in green flavors)
    - Well watered vines

JERRY REAUGH

WATER CONSULTANT, J. LOHR VINEYARDS & WINES

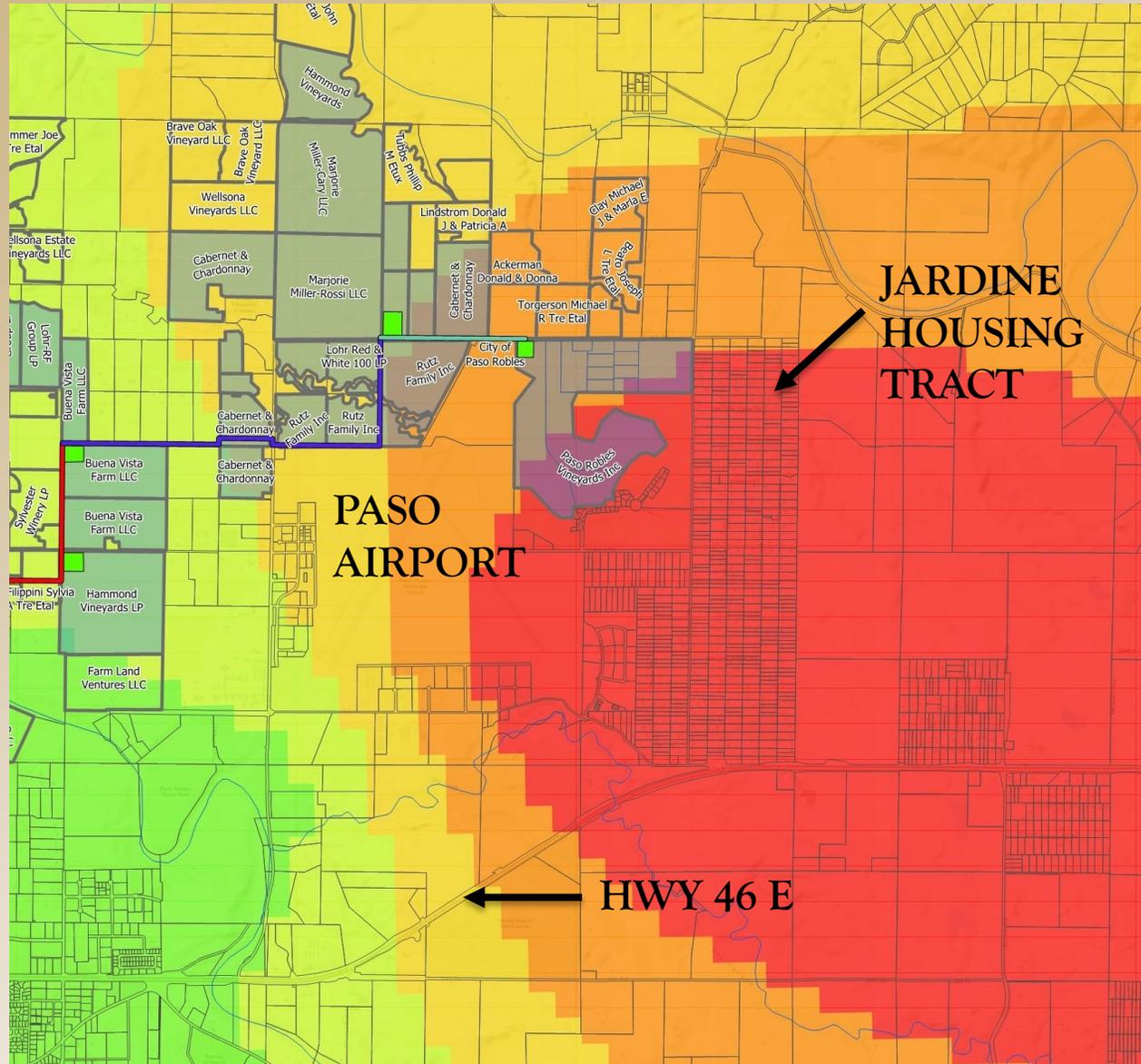
# *Supplemental Water*

Essential Element to Achieve  
Sustainability

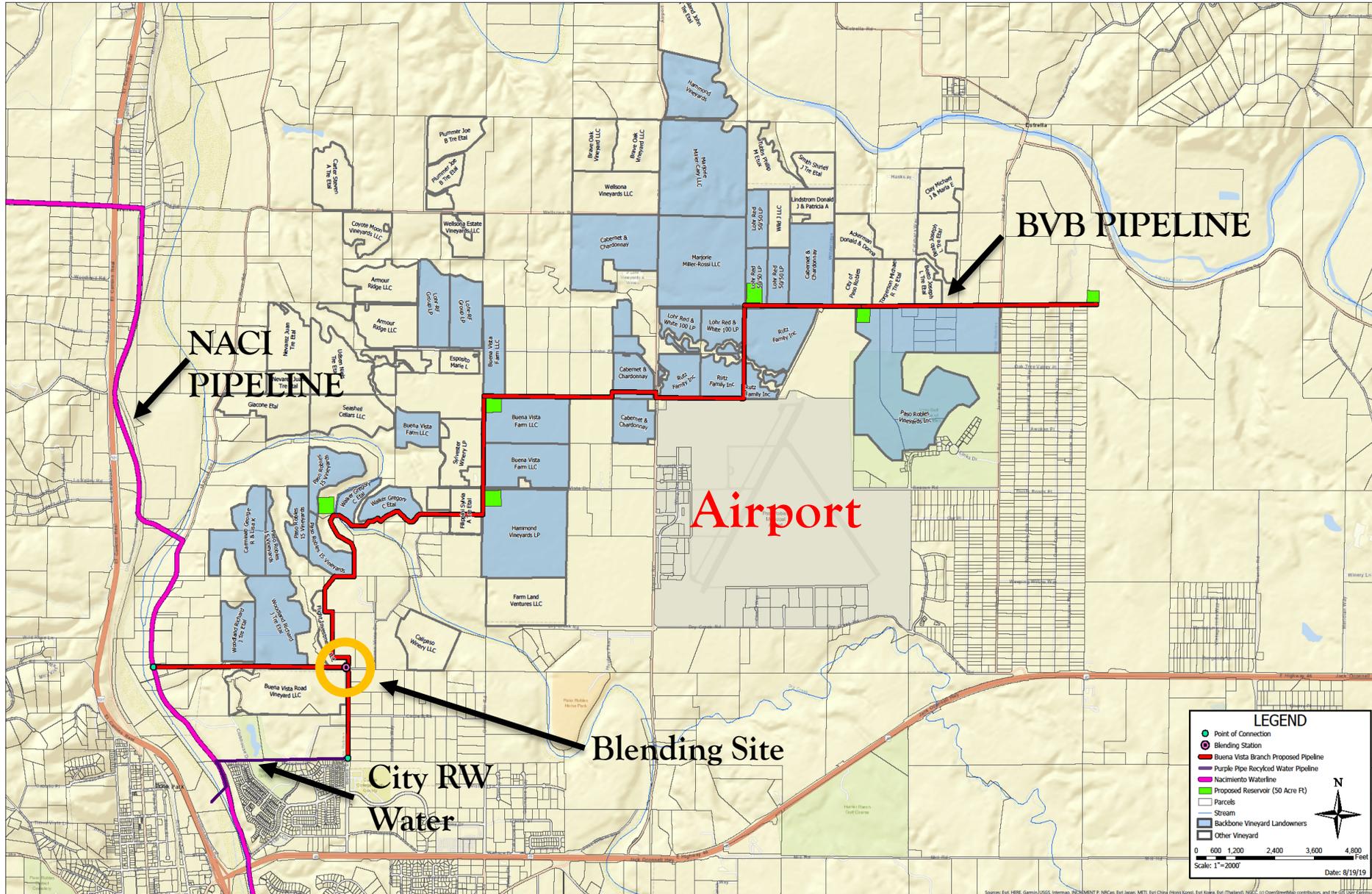
**BVB Blended Water Project**

# There is Available Water **Today!**

- Paso Robles Treated Water
  - 1,000 - 1,500 AFY maybe more
- NACI Water
  - 4,000 - 6,000 AFY maybe more
- Blended Water to reduce salts



# BVB Blended Water Pipeline System



# Amazing Benefits of Supplemental Water

- Red & Orange Zone pumpers greatly reduce groundwater pumping by **50%** to **80%**
- Red & Orange Zone pumpers irrigate with Supplemental Water
- Supplemental Water a hedge against negative impact on pumpers and to the local economy
- The entire Basin benefits, costs will be shared, all pumpers will remain under GSP Allocation

Help us  
build this  
Project!

We can do this together.

**JERRY LOHR**

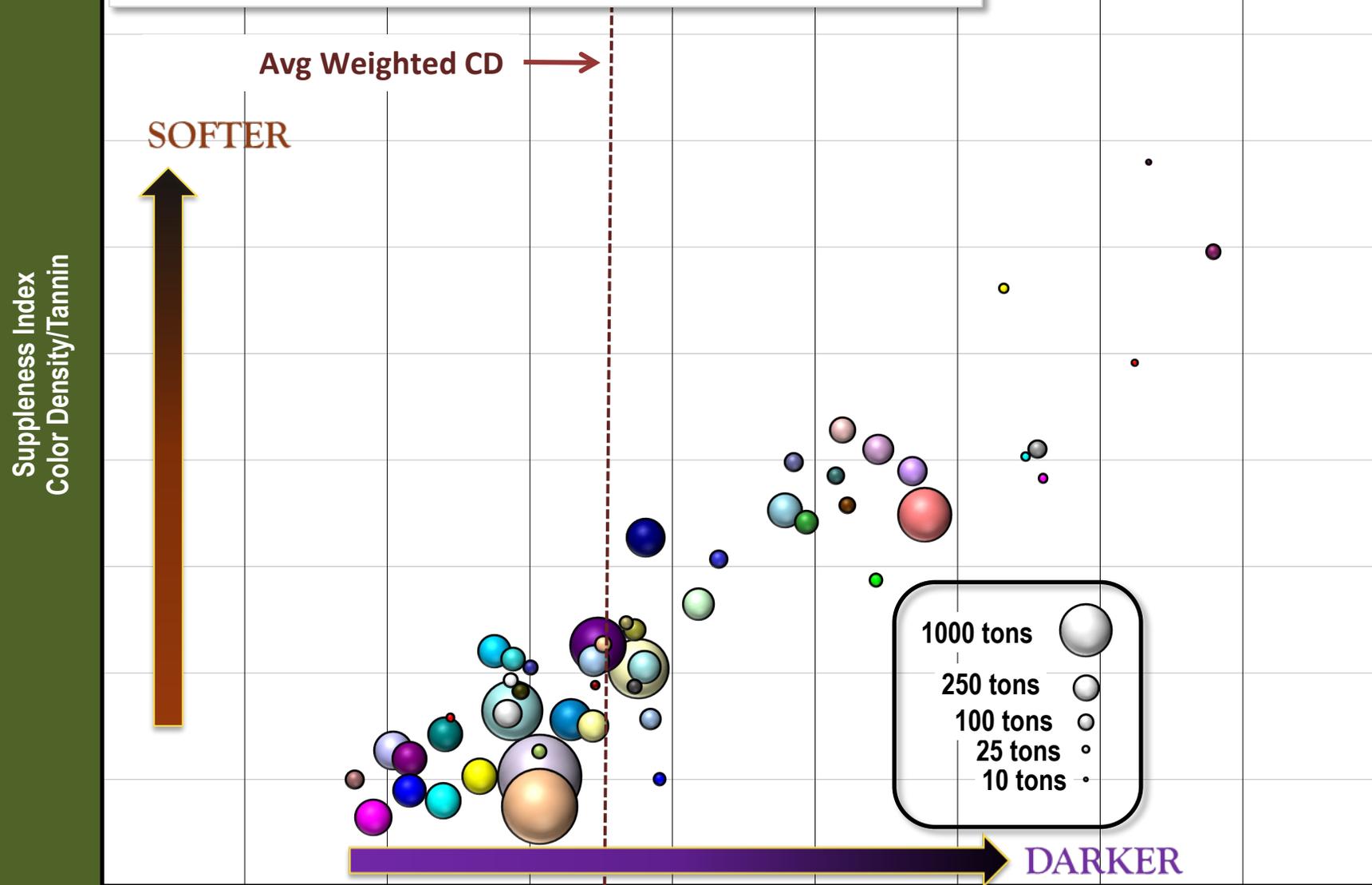
**FOUNDER AND CFO, J. LOHR VINEYARDS & WINES**

# J. LOHR GROWER SEMINAR – JULY 10, 2019



2018 Cabernet Sauvignon Vineyards Color (bubble size represents total tons).

\*Total Cabernet Sauvignon Tons Crushed in 2018 = 20134



Color Density (Absorbance at 420nm+520nm)

San Miguel  
District

Estrella  
District

Geneseo  
District

Adelaida  
District

Creston  
District

El Pomar  
District

