

**WIV 20
23**



J. LOHR
VINEYARDS & WINES

JESSICA KOLLHOFF

Director of Hospitality and Direct Sales

J. Lohr Reimagined
Hospitality Spaces

Tasting Rooms
Tasting Salon
Outdoor Expansion





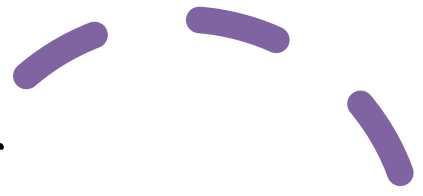
J. LOHR

VINEYARDS & WINES

EXPERIENCES
Wine Country, Urban, Trade

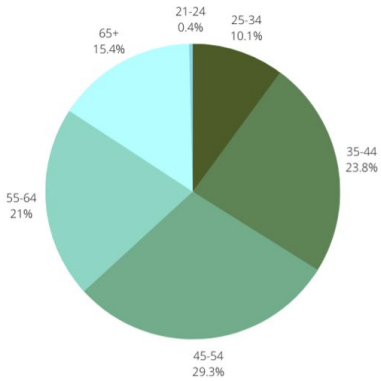
DRIVING TRAFFIC

with an eye on demographics

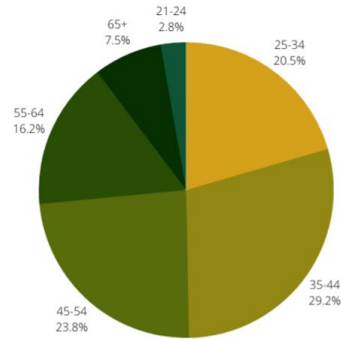


Social Media

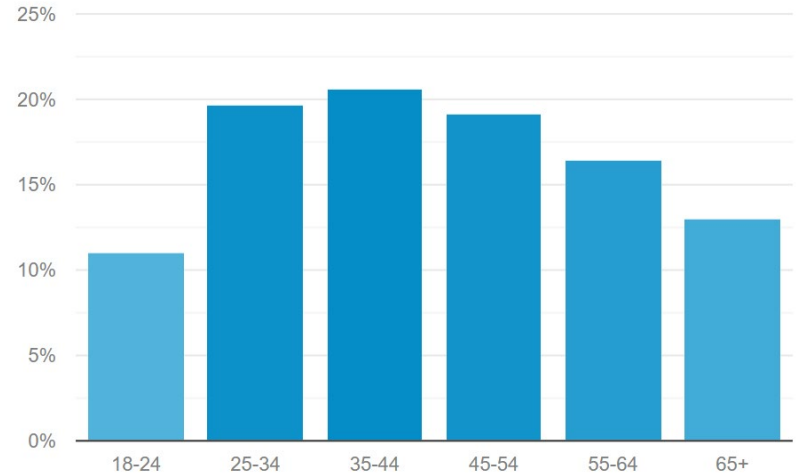
jlohr.com



Facebook Audience
Ages



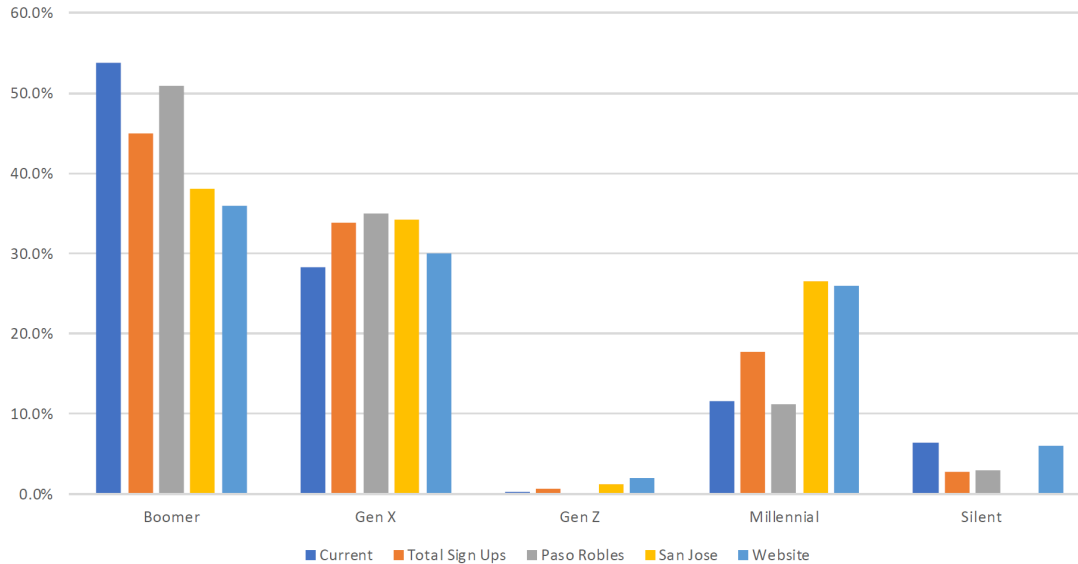
Instagram Audience
Ages



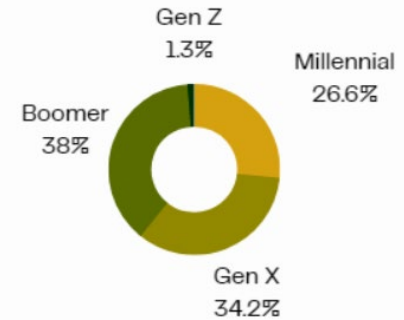
CLUB CONVERSION

looking to the future

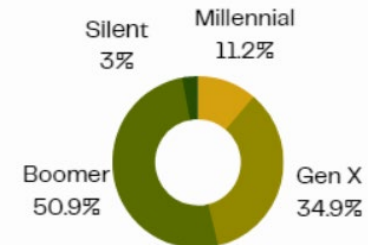
Club Sign Ups by Location & Generation
(6 months)



San Jose Signups



Paso Robles Signups





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