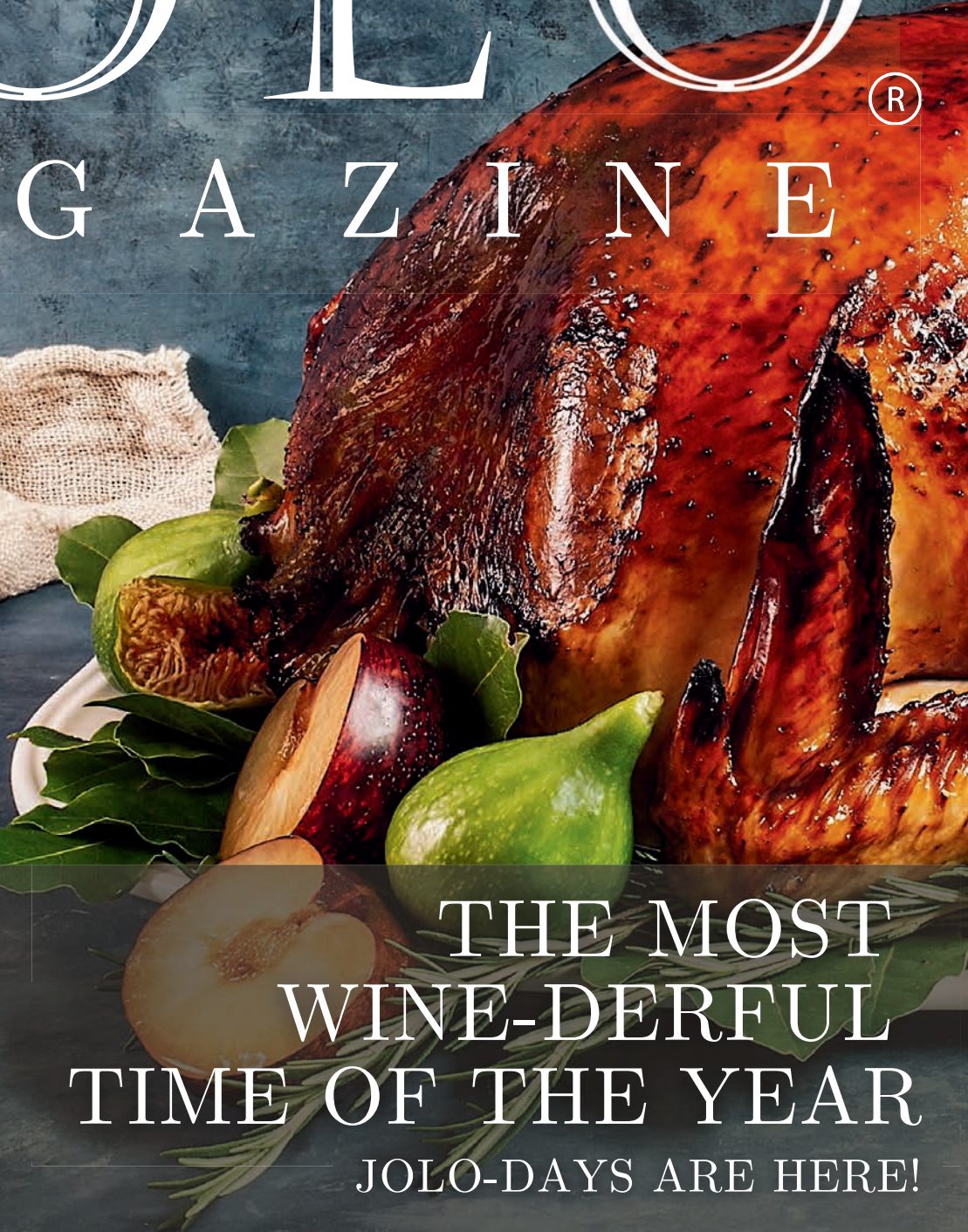




JOLO[®]

MAGAZINE



Cape Fear
LIVING
Capturing Coastal Carolina Charm

THE MOST
WINE-DERFUL
TIME OF THE YEAR
JOLO-DAYS ARE HERE!

FALL/WINTER 2025



A LETTER OF WELCOME FROM THE RAY FAMILY

As the leaves turn and a cool crispness begins to fill the air, we find ourselves in one of the most exciting seasons of the year here at JOLO and Rayson Winery. For us, fall and winter are more than just changing seasons; they mark the culmination of months—really, years—of care, attention, and anticipation. This is the time when we welcome the “new arrivals” into our cellar, the freshly harvested grapes that have just completed their journey on the vine—and this year was quite tumultuous. The season started with a late spring frost (again...), which in different vineyard blocks meant a loss of 10–40% of the production, followed by spring and summer rains arriving at all the wrong times — and far too heavily. Fortunately, in the latter part of the season, late August through mid-September, we were blessed with glorious sunny, dry days that helped boost sugars and physiological ripeness for the remaining red grapes.

Each cluster tells a story of soil, sun, rain, patience, and the land they are grown on. Once they cross our threshold, they begin the next stage of their life—what the French call *Élevage*. The word literally means “to raise” or “to bring up,” and in the world of wine it describes the tender process of guiding grapes from fermentation through aging and, finally, to bottling. Much like raising children, *Élevage* requires constant attention, nurturing, and discipline. The wines are “raised” in our cellar, taught by oak, refined by time, and ultimately blended artfully for their life beyond our care.

It’s this French concept of *Élevage* that inspired many of the names at our sister estate, Rayson Winery. There, as here at JOLO, we believe winemaking is not simply about producing bottles—it’s about raising wines with the same dedication one would show to family. We take special pride in each bottle we make, as each bears the name of our two sons, Joey and Logan, and our family name, Ray (JOLO = our two Ray-sons). These young wines will one day leave our cellar and find their homes in the hands of you, our Wine Club members and friends. It is there, in your homes and on your tables, that they will continue to mature, deepen, and tell the story of their upbringing and their special moments in your lives.

This season also reminds us of the incredible sense of community that our wine creates. For centuries, harvest has been a time of gathering, celebration, and giving thanks. We feel deeply grateful to share the fruits of our land with you. When we watch our wines find their way into your homes—whether poured for a simple weeknight meal or uncorked for a grand celebration—it reminds us why we do what we do. Every bottle is a story that begins in the vineyard, continues in the cellar, and finds

its happiest chapter when shared among friends. It also fills us with great pride to have each of you promote our wines to your dearest friends and family with confidence, knowing that they will undoubtedly consider your selections as some of the best they have tasted.

Fall and winter also bring new opportunities to welcome you back to the winery itself. With the mountain air turning crisp and the early evenings drawing near—and with the hope of family and loved ones gathering over the remainder of the year—there’s nothing quite like savoring a glass of wine by the fire, laughing and enjoying a meal with loved ones crafted to pair perfectly with the season’s flavors. Our team has been hard at work preparing events, dinners, first-ever gift baskets, and experiences that capture the elegance and spirit of this time of year. We invite you to gather, indulge, and, most importantly, to feel at home here with us.

As you flip through this issue of our magazine, we hope you’ll find not just updates and announcements, but also inspiration from the incredible history of the terroir of JOLO. Discover new releases, food pairings to try, and stories that bring you closer to the heart of our vineyard family. Whether you’ve been with us for years or are just beginning your journey with JOLO and Rayson, know that you are an essential and bonded part of our story.

So, as the vines rest and gather strength for another growing season, and as our young wines mature quietly in the cellar, we want to extend our deepest gratitude. Thank you for welcoming these wines into your homes and for allowing them to become part of your own traditions. Together, we celebrate the *Élevage*—not only of wine, but of friendship, family, and community.



With warmest wishes for a joyful season,

JW & Kristen Ray





“JOLO Winery & Vineyards and its sister winery, Rayson, have become cornerstones of North Carolina’s wine renaissance and elevated the Yadkin Valley into a destination for serious wine lovers. It was founded in 2010 by husband-and-wife JW and Kristen Ray, who established their winery on a scenic plot of land on Pilot Mountain.”

JOLO PROUDLY FEATURED IN

Travel + Leisure



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ARTICLE



The JOLO Legacy

A Q&A with Joey & Logan Ray

By Colleen Thompson, Editor in Chief, Cape Fear Living Magazine

At JOLO and Rayson Winery, tradition and innovation intertwine in every bottle—and at the heart of that story are Joey and Logan Ray, the next generation behind the acclaimed North Carolina wineries. While they grew up surrounded by vineyards, their parents encouraged them to simply be kids, giving them space to find their own passions before



stepping into the family business. Today, Joey oversees winemaking operations, while Logan leads JOLO's on-premise brand strategy; each brings a fresh perspective to their family's vision.

In this candid Q&A, the brothers reflect on their earliest vineyard memories, share favorite wines and food pairings, and open up about what it means to carry their family's legacy forward. From blending trials and harvest seasons to dreams of making wine in Italy, they're shaping the future of JOLO and Rayson with equal parts respect for tradition and excitement for what's to come.

JOEY RAY - WINEMAKER

WHAT DO YOU LOVE MOST ABOUT WINEMAKING?

I really enjoy the harvest season. Seeing the grapes turn into juice, and eventually wine, after thousands of hours of spraying to keep them healthy, is very rewarding for me. Close behind is blending trials, where we determine the exact blend for many of our wines.

IF YOU COULD MAKE WINE FOR A YEAR ANYWHERE IN THE WORLD, WHERE WOULD IT BE?

I would love to make wine in Italy. Not only is it the most stunning place I have visited, but the winemaking there is inspiring. Italian wine, especially from the Piedmont region, is my second favorite on Earth (after ours)!



WHAT'S YOUR EARLIEST MEMORY OF BEING AROUND THE WINERY OR VINEYARDS?

When we were younger, we were not very involved at all. My parents allowed us to be kids, so we focused on what we were passionate about. Despite this, I will never forget the planting party, where friends and family came together to plant the first-ever vines.

WHAT DOES IT MEAN TO YOU TO BE PART OF A MULTIGENERATIONAL WINERY BUSINESS?

It is incredible to think about. After having the opportunity to travel to European countries and speak with winemakers there, I gained a new appreciation for the concept. It was truly inspiring to talk with winemakers overseas, meet their families, and learn about the family history behind their businesses. In a positive way, there is a lot of pressure.

DO YOU HAVE A FAVORITE JOLO OR RAYSON WINE?

My favorite JOLO wine for the past few years has been JOLO Pink®. It is so unique that it has yet to be dethroned. My favorite Rayson wine is Rkatsiteli.



LOGAN RAY - DIRECTOR OF JOLO BRANDS

WHERE DO YOU SEE JOLO & RAYSON IN THE NEXT 10 YEARS?

Hopefully, JOLO will be recognized statewide as the most popular leisure destination. For Rayson, I hope to see it grow to be as successful as where JOLO is currently in 2025.

HOW DO YOU HOPE TO CONTRIBUTE TO THE GROWTH AND EVOLUTION OF THE FAMILY BUSINESS?

Being able to bounce ideas and create different branches of the brand. In terms of brand reach, to become a top-recognized brand for wine and service.

GO-TO FOOD & WINE PAIRING?

Love a steak & frites with an easy red such as JOLOTAGE®.

OUTSIDE OF THE WINERY, WHAT ARE YOUR PERSONAL PASSIONS OR GOALS?

I love health and fitness. I enjoy dining out and experiencing all that I can, such as traveling. My goals are to achieve the greatest success and fulfillment possible and provide for my future family.

HOW DO YOU BALANCE FAMILY RELATIONSHIPS WITH PROFESSIONAL RESPONSIBILITIES AT JOLO AND RAYSON?

We really don't, for better or worse. Except when we dedicate time to vacation, but if we are in North Carolina, it is all about the wine.



Where Flavors Meet Local Excellence



On July 19–20, 2025, Rayson Winery & Vineyards welcomed guests to an unforgettable weekend of global discovery with our inaugural Rayson Around the World event. From the moment guests arrived, the air was filled with anticipation — a vibrant energy to explore world cultures, connect with others, and indulge in award-winning Rayson wines.

A PASSPORT TO FLAVOR

Designed to showcase the universal language of food and wine, this two-day festival invited guests on a journey through seven countries — all without leaving the heart of North Carolina wine country. With passports in hand, attendees explored curated tasting stations inspired by regions across the globe, each offering authentic flavors thoughtfully paired with Rayson's award-winning wines and enriched with cultural flair.

Each stop around the passport journey transported guests to a different food & wine inspired region of the world. From savory European bites to vibrant Georgian-inspired dishes, every food and wine paired station highlighted the artistry of culture and cuisine. Pairings with Rayson's internationally acclaimed wines elevated the experience, proving once again that our North Carolina terroir and wines can stand proudly alongside the finest regions of France, Italy, and Napa Valley.



PARTNERSHIPS THAT MADE IT ALL POSSIBLE

We were truly grateful to partner with Visit Winston-Salem, whose support helped make the weekend a genuine destination event. Their team worked alongside us to connect with local influencers, develop promotional marketing materials, and provide invaluable expertise and knowledge as we



prepared for our first food and wine festival. Together, we are proud to be collaborating to bring tourism to Winston-Salem and the greater Triad region of North Carolina. As Winston-Salem quickly becomes the gateway to the Yadkin Valley AVA — with dozens of wineries just a short drive away — we are so grateful to be part of a community that continues to break tourism records this year. We deeply value our partnership with Visit Winston-Salem and look forward to building on this relationship for many exciting events to come.

Our partnership with the Davie County Arts

Council helped to fill the vineyard with live music from local artists in our area, setting the perfect backdrop for guests to sit back, sip, and enjoy the views. Adding to the overall festival experience, more than 20 exceptional local artisans and vendors joined us throughout the weekend, offering everything from handcrafted goods to locally roasted coffee — further solidifying relationships within our community and supporting local.

COMMUNITY & CELEBRATION

Rayson Around the World was more than just a food and wine festival — it was a true celebration of culture, connection, and community. Laughter rang out across the vineyard as guests discovered new pairings, shared stories, and met fellow travelers along the way. From enjoying cigars at Smoke & Oak's onsite booth, to stamping passports, to forging new friendships, every moment reflected our belief in Élevage — the idea of nurturing growth, inspiring new beginnings, and raising not just wines, but relationships. Through this event, we welcomed guests to become part of our extended Rayson family, where every glass poured is an invitation to belong.





A WORD FROM JW, OWNER & WINEMAKER

“To say the event exceeded my expectations would be an understatement. For a first-time event — and on a property we’ve only had for 18 months — our entire team, from the kitchen and service staff to the cleanup crew, delivered a flawless experience for our guests. This wasn’t just my impression, but the consistent feedback we heard from scores of attendees throughout the weekend. Of course, there was one challenge beyond our control: Mother Nature. While guests loved the experience, the scorching heat and humidity cast a small shadow on an otherwise perfect day. With that in mind, our team came together just days after the event, while everything was still fresh, and made the decision to host Rayson Around the World 2026 on November 7–8. We believe this timing will create an even more extraordinary atmosphere, with crisp fall weather, cozy fire pits, and a new layout that weaves vendors directly into our food and wine stations. This adjustment not only enhances the flow of the event but also creates a true one-stop holiday shopping experience for our guests.”

The weekend was more than a success — it was a statement. Rayson Around the World underscored our commitment to creating extraordinary experiences that bring people together and highlight the global prestige of North Carolina wine.

We are thrilled to announce that this event will return on November 7–8, 2026 with an elevated format. Guests can look forward to:

- A revised layout with vendors intertwined directly with our food and wine stations
- A large tent connected to our Pavilion space, providing shade and protection from inclement weather while also enhancing the flow of the experience by bringing all vendors and food and wine stations together in one area — seamlessly intertwined for comfort and fluidity
- 25–30 local artisans and vendors, creating a one-stop holiday shopping experience, just in time for the season — including a dedicated Rayson Station for Holiday Gifting

As we look back on this first year, we are deeply grateful for everyone who joined us in making it such a special celebration. We can’t wait to welcome you back next year to travel Rayson Around the World all over again.

Rayson

AROUND THE WORLD



FOOD, WINE, & FUN FESTIVAL
NOVEMBER 7-8, 2026



SAVE THE DATE

Interested in becoming a vendor and being part of our shopping experience?
Stay tuned for more information!

AWARD - WINNING Vintages



VIEW OUR
AWARDS



A JOURNEY THROUGH THE GRAPEVINE SAGA

A (Semi-) Dramatic Timeline from Bud Break to Bubbly

By JW Ray, Owner & Winemaker

From the quiet of winter to the celebratory pop of a cork, every vintage begins long before a single grape reaches your glass. At JOLO and Rayson Vineyards, our 125 acres—home to more than 108,000 vines—follow a rhythm as old as wine itself. Here's your front-row seat to the year-long performance.



PHASE I: WINTER – DORMANCY (THE WINTER SLEEP)

The vineyard looks still, but the work begins now. Leaves have dropped, vines slumber, and energy retreats to the roots. This is pruning season, where precision dictates the year's success.

We practice cane pruning—an artisanal method that rejuvenates the vine by choosing two perfect canes from last year's growth to become this year's fruiting arms. With more than 30 shoots per vine, every single vine is hand-inspected and pruned. It's painstaking, but it keeps disease at bay and sets the stage for a healthy harvest.

Varietal Insight: Cold-hardy grapes like Norton/Cynthiana and Vidal Blanc take winter in stride. Our experimental Marquette may even debut in blends this year.

PHASE II: EARLY SPRING – BLEEDING & BUD BREAK (MARCH-APRIL)

Sap “bleeds” from fresh cuts, proof of life. Tiny buds swell and burst into fragile green shoots—next year's fruiting arms.

Late frosts are the villain of this act. While many wineries deploy fans or heaters, nature usually has the last word. We simply cross our fingers and hope she's kind.

Varietal Insight: Early-budding grapes—think Chardonnay and Viognier—suffer most here. We've

replaced them with later-budding Sauvignon Blanc to dodge frost's cruel bite.

PHASE III: SPRING TO EARLY SUMMER – SHOOT & LEAF GROWTH (MARCH-MAY)

Shoots race skyward—sometimes an inch a day—as leaves unfurl and photosynthesis roars to life. Our team prunes downward growth to keep energy focused upward, managing the canopy to channel flavor rather than foliage.

PHASE IV: LATE SPRING – FLOWERING & FRUIT SET (MAY-JUNE)

Grapevines are botanical perfection, their hermaphroditic flowers self-pollinating into future grape clusters. But April rains can spell disaster: heavy showers knock off those delicate blooms, a setback known as coulure. One ruined flower equals one missing grape. Resistant clones help, but “resistant” is not “rainproof.”

PHASE V: SUMMER – VERAISON & RIPENING (JULY-SEPTEMBER)

The vineyard transforms as berries blush red or glow gold. Sugars rise, acids fall, and seeds mature. Strategic water stress—less irrigation—intensifies flavor, producing smaller, more concentrated berries.



PHASE 6: FALL – HARVEST (SEPTEMBER-OCTOBER)

The grand finale. We monitor each cluster for the perfect balance of sugar, acid, and tannin. Whites often come first, reds later, and sometimes we harvest at night to preserve freshness.

Varietal Insight: Thick-skinned Cynthiana can wait out late rains, making it the last to join the party.

PHASE 7: POST-HARVEST – THE CURTAIN CALL

Fruit is gone, leaves fade, and wood hardens as vines prepare for their winter rest. Irrigation stops; the next cycle quietly begins. Older vines may yield fewer grapes, but their flavors deepen, delivering complexity to every bottle.

THE FINALE: A DRAMATIC FINISH

Imagine the vineyard as an epic novel rather than a stage play. Winter writes the prologue—quiet, spare, and full of promise—while our team edits each vine through careful pruning, choosing which characters will carry the plot forward. Spring turns the page to a suspenseful first chapter as sap rises and buds burst, each green shoot a new storyline vulnerable to late-frost plot twists. Summer delivers the rich middle chapters: leaves unfurl like intricate subplots, grapes deepen in color and complexity, and the sun pens long, golden sentences of ripening heat. Autumn is the climactic final act, when every grape reaches its narrative peak and we harvest the conclusion in perfect balance of sweetness, acid, and tannin.

Post-harvest, the epilogue unfolds: the vines rest, the wood hardens, and the story quietly sets up its sequel. Each bottle you uncork is the finished novel—layered, dramatic, and impossible to put down.



Q
&A

BEHIND-THE-SCENES STAFF SPOTLIGHT

Meet the Faces of JOLO Hospitality

A Q&A with General Manager, Cat Beal, & Director of Wine Club Delight, Sarah Allen



CAT BEAL
GENERAL MANAGER

MEET CAT BEAL: GENERAL MANAGER

Known for her warm smile and love of hospitality, Cat spends most of her day on the floor with guests and staff. When she's off the clock, you'll find her relaxing on the porch with her parents, cheering on NC State, or caddying for her fiancé, Jordan. Her go-to pour? Carolus XII®, a smooth, versatile red that she calls her "girlfriend-sipping wine." Cat's energy, kindness, and passion make every visit to JOLO and Rayson feel like coming home.

WHAT BROUGHT YOU TO JOLO/RAYSON?

In 2020, I was working in Raleigh when I lost my job due to COVID. Being originally from Mount Airy—just 15 minutes from JOLO—I moved back home to help care for my grandfather. During that time, I reached out to my dear friend Carrie Brown, now Vice President, who had been working with JOLO for several years. I had visited JOLO many times and always admired how the staff felt like a true family, so I was eager to join the team. From the very beginning, the JOLO family welcomed me with open arms, and I was instantly hooked. Over the years, I've worked my way up from server, to Director of the Wine Club, to my current role as General Manager. What makes JOLO so special is the culture—working alongside people

who share the same passion and drive to create extraordinary experiences for our guests, never settling for "average." The mindset of this team is unlike anything I've ever experienced in any profession. Having owners who are not only like family but also present on the property every day makes my job both rewarding and fun.

WHAT DOES A "DAY IN THE LIFE" LOOK LIKE FOR YOU AT THE WINERY?

I absolutely love working on the floor alongside my servers and tasting guides—I feel that's where I'm most helpful to my team. When JW promoted me last February, I was incredibly honored. I told him that nothing would make me happier than stepping into the role as long as I could continue being on the floor and serving. His response was, "Well... duh!" Most often, you'll find me serving table-side, though I occasionally step behind the tasting bar as well.

WHAT WINE ARE YOU DRINKING RIGHT NOW & WHAT DO YOU LIKE TO PAIR IT WITH?

Right now, I'm really enjoying the Pearl d' Blanc. It's clean, crisp, and refreshing. I love to pair it with everything! But especially caviar, it's like a match made in heaven.



SARAH ALLEN
DIRECTOR OF WINE CLUB DELIGHT

MEET SARAH ALLEN: DIRECTOR OF WINE CLUB DELIGHT

From her very first job at JOLO at just eighteen, Sarah Allen has grown alongside the winery itself. What began as a part-time role quickly became a passion, thanks to the camaraderie and family atmosphere that still define her work today. Now serving as Director of Wine Club Delight, Sarah is the welcoming face and steady hand behind the JOLO and Rayson Wine Clubs—making sure every member feels like part of the family. Her love for hospitality, her eye for detail, and her enthusiasm for connecting with guests shine through in everything she does.

WHAT BROUGHT YOU TO JOLO/RAYSON, AND WHAT DO YOU LOVE MOST ABOUT WORKING HERE?

What first brought me to JOLO was the opportunity to start my very first job here at 18, and I've been grateful ever since. From the beginning, I loved how everyone worked together as a team and truly supported one another. Over the years, that teamwork has grown into something even more special—we've become more like a family. That sense of connection and belonging is what I love most about JOLO, and it's what makes coming to work every day so meaningful.

WHEN YOU'RE NOT AT THE WINERY, HOW DO YOU LIKE TO SPEND YOUR TIME?

Outside of JOLO, I love spending most of my time with my one-year-old daughter, Kennedy. She keeps me busy and always brings so much joy to my days. When I'm not chasing after her, I enjoy hanging out with friends and family.

IF YOU COULD RECOMMEND ONE JOLO OR RAYSON WINE TO EVERY GUEST, WHICH WOULD IT BE AND WHY?

I recommend Beach Bubbles® because it's been my personal favorite for the last two years. It's the perfect wine for any celebration, offering a refreshing and crisp taste that pairs effortlessly with good times. Not only does it stand out on its own, but it's also versatile enough to be used in fun drinks like mimosas, bellinis, and our JOLO-tini—making it ideal for brunches, toasts, or just a relaxed evening. Whether you're raising a glass for a special occasion or just enjoying a casual get-together, Beach Bubbles always adds that extra sparkle to the moment!

ELEVATE EVERY SIP WITH
Wine Club



VINE TO GLASS

Inside Harvest Season at JOLO & Rayson Winery

By Colleen Thompson, Editor in Chief, Cape Fear Living Magazine

As the summer sun softens into autumn's golden glow, JOLO Winery enters its most anticipated time of year: harvest season. The air is crisp with the scent of ripening fruit, and the vineyard hums with quiet anticipation. This is the moment when months of meticulous care culminate in a whirlwind of activity, timing, and tradition—when the vines finally give back what they've been nurturing all year.

Harvest at JOLO typically begins in late August and extends through mid-September, but the decision to pick is never based on a date circled on the calendar. Instead, the team walks the rows daily, tasting berries, measuring sugar levels, and testing acidity to pinpoint the perfect moment to harvest. "We're listening to the fruit," says a member of the vineyard crew. "One or two days can make all the difference between good wine and truly exceptional wine."

For JW Ray, owner and winemaker at JOLO, this season is more than just the start of a new vintage—it's a deeply personal connection to the land. "Harvest is the soul of winemaking," Ray reflects. "It's the moment when all the hard work of the year pays off, when we capture the best of what the vineyard has given us. Every decision we make during these few weeks determines the quality in every bottle we produce." Long before the first grape is cut from its stem, the vines are cloaked in a veil of fine, durable netting.

At first glance, the mesh looks delicate, but it's a vineyard's secret weapon, shielding the fruit from more than just curious birds. Deer, raccoons, and other wildlife are equally tempted by the sweetening grapes, and even a single hungry flock can devastate a crop overnight. The netting also softens the impact of harsh weather—blunting hail, minimizing wind damage, and providing a layer of protection from intense sunlight that can scorch the fruit. For JOLO, it's a non-negotiable investment in quality, ensuring each grape reaches





its peak potential.

On harvest mornings, the vineyard comes alive well before sunrise. The air is cool and damp, and the soft rustle of leaves mixes with laughter and conversation as a small team—about a dozen strong—moves methodically down the rows. Each cluster is hand-picked, carefully cradled into bins, and whisked away to the winery for sorting. It's a demanding job, but one marked by camaraderie and pride; every cut of the shears is a step closer to creating a wine that tells the story of the season. As the bins fill, so does the promise of the vintage. It's humbling to realize that each bottle of wine contains around 600 to 800 grapes—each berry hand-selected, each cluster protected, each vine tended with care. Multiply that by the thousands of bottles JOLO produces, and it's easy to see why harvest season is both an exhilarating and exhausting celebration of craftsmanship.

At JOLO, harvest isn't just a yearly milestone; it's the heartbeat of the winery. It's when the expertise of the vineyard team, the unpredictability of nature, and the artistry of winemaking collide to create something worth savoring. As the sun sets over the Blue Ridge foothills and the final bins are stacked, there's a quiet satisfaction in knowing the season's labor will soon pour into glasses, connecting people to this exact moment in time—one sip at a time.



SIPPING YOUR WAY INTO THE Holidays

When the holiday season calls for something special in your glass, these four wine-inspired cocktails deliver just the right mix of elegance, comfort, and festive flair. From the sparkling cheer of JOLO Pink in a cranberry spritz to the cozy spice of JOLOTAGE mulled wine, each drink is designed to complement winter celebrations beautifully. Rayson's crisp Rkatsiteli sets the stage for a refreshing white sangria with seasonal fruit, while JOLO Crimson Creek® takes dessert to the next level in a decadent cocoa martini.

Whether you're hosting a holiday party, curling up by the fire, or toasting the new year, these creations are a stylish way to sip through the season.



RAYSON WINTER WHITE SANGRIA

INGREDIENTS:

- 1 bottle Rayson Vidal Blanc
- ½ cup pear brandy or elderflower liqueur
- 1 cup club soda
- 1 pear, thinly sliced
- 1 cup pomegranate seeds
- Sprig of rosemary for garnish

“A fresh, festive twist on a summer classic, this sangria swaps tropical fruits for crisp pear, vibrant pomegranate, and a fragrant rosemary garnish. With Rayson Vidal Blanc as its base, it’s a bright, elegant choice for holiday celebrations that feels just as special as the season.”

-Colleen Thompson

Cape Fear Living Magazine

INSTRUCTIONS:

Combine the wine, pear brandy, pear slices, and pomegranate in a large pitcher and stir gently. Cover and chill for about two hours to let the flavors blend. Just before serving, top with club soda and garnish each glass with a fresh rosemary sprig for a fragrant finish.

**SHOP
VIDAL
BLANC**



SPARKLING CRANBERRY ROSÉ SPRITZ

“Light, bright, and effortlessly festive, this spritz is the perfect embodiment of holiday cheer in a glass. The crisp elegance of JOLO Pink Rosé pairs beautifully with tart cranberry and a hint of citrus, making it the perfect welcome drink for seasonal gatherings.”

*-Colleen Thompson
Cape Fear Living Magazine*

INGREDIENTS:

- 4 oz JOLO Pink Rosé
- 1 oz cranberry juice (unsweetened)
- ½ oz orange liqueur (like Cointreau)
- Fresh cranberries, slice of lime, and sprig of rosemary for garnish

INSTRUCTIONS:

In a chilled flute, pour the cranberry juice followed by the orange liqueur. Gently top with JOLO Pink, allowing the bubbles to rise without overflowing. Finish by garnishing with a few floating cranberries, a thin slice of lime, and a fresh sprig of rosemary for a festive touch.

**SHOP
JOLO
PINK**



SPICED MULLED EASY RED

INGREDIENTS:

- 1 bottle JOLOTAGE
- ¼ cup honey or maple syrup
- 2 cinnamon sticks
- 4 whole cloves
- 3 star anise
- 1 orange, sliced

INSTRUCTIONS:

Place all ingredients in a saucepan and warm gently over low heat for 20–30 minutes, making sure it never reaches a boil. Once heated through and fragrant, pour into mugs and garnish each serving with a cinnamon stick for a cozy finish.

“There’s nothing like a steaming mug of mulled wine to bring warmth to a chilly holiday evening. Made with JOLOTAGE, this cozy classic is infused with cinnamon, cloves, and star anise, filling your home with festive aromas while delivering a rich, spiced flavor that’s perfect for fireside sipping.”

*-Colleen Thompson
Cape Fear Living Magazine*

SHOP
JOLOTAGE



COCOA NOIR DESSERT MARTINI

INGREDIENTS:

- 2 oz JOLO Crimson Creek (or another rich red)
- 1 oz dark crème de cacao
- 1 oz espresso or strong coffee
- ½ oz vanilla liqueur or vodka
- Whipped cream and shaved dark chocolate for garnish

INSTRUCTIONS:

Add the wine, crème de cacao, espresso, and vanilla liqueur to a cocktail shaker filled with ice. Shake vigorously until well chilled, then strain into a chilled martini glass.

Finish with a swirl of whipped cream and a light dusting of dark chocolate for an elegant touch.

“Rich, velvety, and indulgent, this holiday cocktail transforms JOLO Crimson Creek into a decadent after-dinner treat. Blended with dark chocolate liqueur and a touch of espresso, it’s a sophisticated sip that feels like dessert in a glass—perfect for ending a festive evening on a luxurious note.”

*-Colleen Thompson
Cape Fear Living Magazine*

SHOP JOLO
CRIMSON
CREEK



BEST-IN-SHOW

Cab Franc



**RESERVE
WINE TASTING**



Rayson
WINERY & VINEYARDS

GIVE THE GIFT OF JOLO & RAYSON

Holiday Gifting



PACKED. WRAPPED. DELIVERED.

WINE GIFT BASKETS



DIVINE AND VINE GIFT BASKET - \$89.00



A gift as elegant as it is indulgent, our Divine & Vine Basket is the perfect way to spoil someone special—or yourself. Thoughtfully curated with touches of luxury, this basket balances rich flavors with a sparkling ambiance, making it ideal for holidays, birthdays, or simply saying “you deserve this.” Sip, savor, and celebrate—the Divine & Vine Basket makes every occasion feel extraordinary.

Includes: JOLOTAGE—one bottle of our award-winning Bordeaux-style red blend, bold, refined, and unforgettable; Prosecco Cranberry Candle—a festive glow with effervescent notes to set the mood (please note the wine label may vary); Chocolate-Covered Pretzel—a sweet-and-salty delight for the perfect bite (one Dark Chocolate packet or one Sea Salt Caramel Dark Chocolate packet of pretzels); and JOLO Signature Chocolate Bar—silky, indulgent, and crafted to pair beautifully with wine.



WINE NOT GIFT BASKET - \$99.00

Why wait for a special occasion when you can gift (or enjoy) a little indulgence “just because”? Perfect for corporate gifting, holiday surprises, thoughtful thank-yous, or any reason at all, our Wine Not Basket is a curated pairing of JOLO favorites and gourmet treats designed to impress. A basket that’s versatile, indulgent, and always appreciated—because when in doubt... Wine Not?

Includes: Carolus XII—one bottle of our award-winning red blend, bold yet elegant; Salumi—handcrafted in Sonoma County (6–7 oz), the perfect savory companion; JOLO Signature Chocolate Bar (1.28 oz)—a sweet finish made for wine lovers; Smoked Gouda Cheese (4 oz)—creamy, smoky, and deliciously rich; Olive Oil & Sea Salt Sourdough Flatbread Crackers (2 packets)—crisp, artisanal crunch to round out the experience; and Hunter's Reserve Stone Ground Mustard.



CHEERS TO YOU GIFT BASKET - \$99.00



Every celebration deserves a little sparkle, and our Cheers to You Basket was made to toast life's happiest moments. Whether you're sending congratulations, marking a milestone, or simply saying "well done," this basket pairs JOLO's award-winning wine with sweet and savory treats that always bring joy. Thoughtful, festive, and delicious—this basket is your go-to for every celebration.

Includes: JOLO Twinkles®—one bottle of our signature sparkling rosé, crisp and celebratory; JOLO Signature Chocolate Bar (1.28 oz)—decadent, velvety, and handcrafted for wine lovers; Smoked Cheddar Cheese (4 oz)—a bold and savory bite to balance the sparkle; Olive Oil & Sea Salt Sourdough Flatbread Crackers (2 packets)—crisp, artisanal crunch to pair perfectly; and Chocolate-Covered Pretzels—one Dark Chocolate packet and one Sea Salt Caramel Dark Chocolate packet for the perfect sweet-and-salty indulgence.



JOLO WINE PARTY PICK-UP GIFT BASKET - \$149.00

Double the wine, double the celebration! Our JOLO Wine Party Picnic Basket is designed for sharing, making it the perfect choice for gatherings, picnics, or gifting to the ultimate wine lover. Featuring two of JOLO's most beloved red blends, paired with gourmet cheeses, artisanal salumi, and savory crackers, this basket turns any moment into a feast. From vineyard views to your table, this basket brings the JOLO experience to life—ready for your next picnic, party, or unforgettable gift.

Includes: JOLOTAGE—our award-winning Bordeaux-style red blend, bold, refined, and unforgettable; JOLOTAGE Reserve®—our award-winning reserve bottling showcasing depth, elegance, and a refined finish; Salumi—handcrafted in Sonoma County (6-7 oz), savory and artisanal; Smoked Cheddar Cheese (4 oz)—sharp and bold, perfect with red blends; Smoked Gouda Cheese (4 oz)—creamy and smoky for a decadent pairing; Olive Oil & Sea Salt Sourdough Flatbread Crackers (3 packets)—crisp, artisanal crunch to complete the spread; JOLO Coasters (2)—a keepsake touch to bring a bit of JOLO charm to every pour; and Hunter's Reserve Stone Ground Mustard (1.4 oz).



Please note: No additional discounts apply to this already exceptional collection. No substitutions are allowed in baskets or wooden gift boxes, and we are only able to ship to select states.



GIVE THE GIFT OF THE JOLO EXPERIENCE

SHOP JOLO GIFT CARDS





DRESS THE JOLO WAY APPAREL

SHOP NOW



SWEETHEART GIFT BASKET - \$164.00

Sweet, playful, and full of charm—the Sweetheart Basket is made for sharing life's sweetest moments. Whether you're surprising someone special, celebrating love, or simply indulging in JOLO's most beloved wines, this collection pairs perfectly with decadent chocolates and keepsake coasters for a gift that feels both thoughtful and indulgent.

Includes: Muddy Paws—a luxurious port-style dessert wine, rich and velvety; Happy Endings—a signature sweet wine, luscious and memorable; Sangria—fruity, refreshing, and ready for a good time; Sweet Vermouth—an aromatic fortified wine perfect for sipping or cocktails; JOLO Signature Chocolate Bars (2 × 1.28 oz)—decadent and handcrafted to pair with wine; Chocolate-Covered Pretzels (2)—one Dark Chocolate and one Sea Salt Caramel Dark Chocolate for the ultimate sweet-and-salty indulgence; JOLO Coasters (4)—a set of keepsakes to bring JOLO charm to every toast; and Hunter's Reserve Stone Ground Mustard (1.4 oz).



THREE CHEERS GIFT BASKET - \$249.00



Give the gift of distinction with the Three Cheers Basket, a curated trio of JOLO's finest wines paired with artisanal delights. Perfect for holidays, milestones, or an unforgettable thank-you, this basket brings together the richness of bold reds and the elegance of a reserve white, complemented by gourmet pairings that elevate every sip.

Includes: Golden Hallows Reserve®—a refined white wine that resembles an oak-aged Chardonnay, rich and beautifully balanced; Cuvée Selection—a complex and elegant red blend crafted with depth; Carolus XII—bold, silky, and well-balanced with a hint of spice; Red Wine & Garlic Premium Vermont Salumi (2.5 oz)—savory, wine-infused indulgence; Salumi (handcrafted in Sonoma County, 6–7 oz)—rustic, artisanal perfection; Smoked Cheddar Cheese (4 oz)—sharp and savory; Smoked Gouda Cheese (4 oz)—creamy, smoky, and rich; Olive Oil & Sea Salt Sourdough Flatbread Crackers (3 packets)—crisp, artisanal companions; JOLO Signature Chocolate Bars (2 × 1.28 oz)—smooth, decadent indulgence; Chocolate-Covered Pretzels (2)—one Dark Chocolate and one Sea Salt Caramel Dark Chocolate; JOLO Coasters (4)—keepsake accents for every toast; and Hunter's Reserve Stone Ground Mustard (1.4 oz).





HIGH-FIVE RESERVE GIFT BASKET - \$349.00



Our largest and most luxurious basket, the High Five Reserve is crafted to impress. Featuring five distinctive JOLO wines—ranging from sparkling rosé to a velvety port-style—this collection showcases the breadth of our winemaking. Paired with artisanal cheeses, gourmet salumi, and decadent chocolates, it's the ultimate choice for wine lovers, large celebrations, or a corporate gift that makes a lasting statement.

Includes: JOLO Twinkles—a crisp and lively sparkling rosé wine, perfect for toasting; Muddy Paws—a luxurious port-style dessert wine, rich and velvety; 2023 Pilot Fog®—elegant and earthy, crafted with depth and character; 2024 Crimson Creek—bold and expressive, a red blend in the Pinot Noir style; 2023 Merlot—a palate pleaser with aromas of baked plum, red berries, and spice, featuring velvety tannins and a vibrant, lingering finish; Salumi (handcrafted in Sonoma County, 6–7 oz)—rustic and artisanal; Red Wine & Garlic Premium Vermont Salumi (2.5 oz)—a savory delicacy infused with bold flavor; Smoked Cheddar Cheese (4 oz)—sharp and savory; Smoked Gouda Cheese (4 oz)—creamy, smoky, and rich; Olive Oil & Sea Salt Sourdough Flatbread Crackers (3 packets)—crisp, artisanal companions; JOLO Signature Chocolate Bars (2 × 1.28 oz)—smooth, decadent indulgence; Chocolate-Covered Pretzels (2)—one Dark Chocolate and one Sea Salt Caramel Dark Chocolate for sweet-and-salty balance; JOLO Coasters (4)—elegant keepsakes for every pour; and Hunter's Reserve Stone Ground Mustard (1.4 oz).

Please note: No additional discounts apply to this already exceptional collection. No substitutions are allowed in baskets or wooden gift boxes, and we are only able to ship to select states.



ELEGANT. TIMELESS. REFINED.

WINE GIFT BOXES

\$275

JOLOTAGE RESERVE VERTICAL WOODEN GIFT BOX - 3PK

This limited edition set features three bottles of our award-winning JOLOTAGE Reserve vintages. Presented in a custom wooden box, this exclusive set showcases our 2nd, 3rd, and 4th editions, all recognized with top accolades like 95 Points and Best of Show at the 2023 International Winemaker's Challenge.

This gift box is a celebration of the artistry and passion behind JOLO winemaking, making it the perfect choice for discerning wine lovers.

\$295

CUVÉE SELECTION VERTICAL WOODEN GIFT BOX - 3PK

Indulge in JOLO's artistry with our Cuvée Selection Vertical Gift Box. This exclusive set features three bottles of our award-winning Cuvée Selection vintages, beautifully presented in a custom wooden box. These wines have earned top accolades, including Best of Show and Double Gold Medals.

Perfect for collectors and connoisseurs, this gift box showcases the pinnacle of JOLO winemaking.





PRESTIGE VERTICAL WOODEN GIFT BOX - 3PK

\$299

Experience the perfect trifecta of excellence with our Prestige Vertical Gift Box. Including the 10th Anniversary Bottle (Double Gold at the 2024 NC Wine Competition), 2021 CAROLUS XII (Best of Class at the 2021 Santé International Wine and Spirits Competition), and Pilot Fog (three Jefferson Cup Medals).

This set is ideal for high-profile clients and wine enthusiasts eager to see why JOLO's NC wines outshine California selections. Share the excellence of our top-tier wines with those who appreciate the best.



JOLOTAGE VERTICAL WOODEN GIFT BOX - 6PK

\$379

Celebrate JOLO's legacy with our exclusive set featuring six bottles of our award-winning JOLOTAGE vintages, each reflecting the dedication and expertise poured into our signature blend.

Elegantly presented in a custom wooden box, this collection is a perfect gift for corporate clients, wine collectors, and passionate enthusiasts.

Please note: No additional discounts apply to this already exceptional collection. No substitutions are allowed in baskets or wooden gift boxes, and we are only able to ship to select states.

PRESTIGE IN EVERY POUR

Award-Winning Vintages

A festive holiday dinner table. In the center is a large roasted turkey on a silver platter, surrounded by potatoes, carrots, and green beans. The table is decorated with red berries and a red tablecloth. In the background, hands are seen plating food on a white plate. A glass of water and a small bowl are also visible.

Holiday RECIPES

FROM OUR KITCHEN TO YOURS

CRAB DIP RECIPE

SERVES 6 - 8 (AS APPETIZER)



INGREDIENTS:

- 8 oz cream cheese, softened
- ½ cup sour cream
- ½ cup mayonnaise
- ½ packet of Good Seasons Italian Dressing Dry Pack
- 1 tbsp lemon juice (fresh)
- 1 tsp lemon zest (optional)
- 1 small onion or 2 green onions, finely diced
- 2 garlic cloves, minced
- 8 oz crab meat, drained well
- 1 cup shredded cheese (cheddar, Monterey Jack, or similar)
- 2 tbsp chopped parsley or chives
- Hot sauce (optional, to taste)
- Salt & freshly ground black pepper

METHOD:

1. Preheat oven (if baking) to about 350°F (175°C).
2. In a medium bowl, beat together the cream cheese, sour cream, and mayonnaise until mostly smooth.
3. Add lemon juice & zest, then stir in the onion and garlic until well mixed. Add Good Seasons Italian Dressing Powder, stir in and mix.
4. Gently fold in crab meat and half of the shredded cheese. Be careful not to break up the crab too much — you want lumps.
5. Add herbs, hot sauce if using, and season with salt & pepper to taste.
6. Transfer mixture to a baking dish. Sprinkle the remaining cheese on top.
7. Bake for about 20-25 minutes, or until the top is golden and the dip is bubbly. If you like a browned top, you can finish under the broiler for 1-2 minutes (watch closely so it doesn't burn).
8. Serve warm, with crackers, toasted baguette slices, chips, or raw vegetables.

DINE & TRY NOW



WINE BRAISED BEEF

SERVES 4 - 6



INGREDIENTS:

- 13 lbs beef chuck roast (or other braising cut), cut into large pieces
- 4 Tbsp of all-purpose flour
- Salt & freshly ground black pepper
- ½ pound unsalted butter
- 1 large onion, chopped
- 2 carrots, peeled and chopped
- 2 celery stalks, chopped
- 4 garlic cloves, minced
- 2 Tbsp tomato paste
- 1 ½ cups JOLOTAGE
- 2 cups beef stock
- 2 sprigs fresh thyme
- 1 sprig fresh rosemary
- 1 bay leaf
- Optional: mushrooms, pearl onions, or other additions if you like

METHOD:

1. Preheat oven to 325°F (160°C). Season the beef pieces generously with salt and pepper.
2. Sear the beef. In a heavy Dutch oven or oven-safe pot, heat olive oil over medium-high heat. Add beef pieces (in batches if necessary so as not to overcrowd). Brown deeply on all sides. Remove beef and set aside.
3. Sauté the aromatics. In the same pot, reduce heat to medium. Add onions, carrots, celery. Cook 5–7 minutes until softened and starting to brown. Add garlic and tomato paste; cook for another 1–2 minutes to develop flavor.
4. Over low to medium heat, add 4 tablespoons of all purpose flour to the sauteed aromatics and stir and scrape the bottom of the pan for a few minutes until that roux (flour and fat) starts to brown (but not burn)
5. Deglaze with wine. Pour in JOLOTAGE, scraping up browned bits from bottom. Let it simmer for 2–3 minutes until slightly reduced.
6. Return the seared beef to the pot. Add beef stock so the liquid comes partway up the sides of the meat. Add thyme, rosemary, bay leaf. Bring to a simmer.
7. Cover the pot with a tight-fitting lid and transfer to the preheated oven (or leave on the stovetop on very low heat). Let cook for about 2.5 to 3 hours, or until the beef is very tender and can be pulled apart easily.
8. When beef is done, remove meat and herbs. Place pot back on stovetop over medium-high heat and reduce the sauce if it's too thin. Adjust seasoning with salt & pepper.
9. Shred or slice the beef. Serve with the sauce poured over. Goes great with mashed potatoes, polenta, crusty bread, or roasted vegetables

CREAMY MUSHROOM RAGÚ

SERVES 4 (AS MAIN) OR 6 (AS SIDE)



INGREDIENTS:

- 12 oz mixed mushrooms – cremini, shiitake, or button, cleaned and sliced
- 2 Tbsp unsalted butter
- 1 small yellow onion, finely diced
- 3 garlic cloves, minced
- ½ cup JOLO Golden Hallows
- ½ cup chicken stock for deglazing
- 1 cup heavy cream
- 2 Tbsp of Creme Fraische
- ½ cup freshly grated Parmesan cheese
- 1 tsp fresh thyme leaves (or ½ tsp dried)
- ¼ cup chopped fresh parsley
- Kosher salt & freshly ground black pepper, to taste
- Optional: extra Parmesan and a drizzle of good olive oil for serving

METHOD:

1. Sauté the aromatics. Heat the butter in a large skillet over medium heat. Add the diced onion and cook 3–4 minutes until translucent. Stir in garlic and cook 30 seconds more.
2. Increase heat to medium-high. Add sliced mushrooms in a single layer (work in batches if needed). Cook 6–8 minutes, stirring only occasionally, until golden and most moisture has evaporated.
3. Pour in JOLO Golden Hallows and stock, scraping up any browned bits. Simmer 1–2 minutes until liquid reduces by about half.
4. Lower heat to medium. Stir in heavy cream and thyme. Simmer gently 3–5 minutes until the sauce thickens slightly.
5. Add Parmesan, stirring until melted and smooth. Season with salt and plenty of black pepper. If the sauce seems too thick, loosen with a splash of reserved pasta water.
6. Combine & serve
7. Add mushroom ragú to pasta, bread, or enjoy as a side. For pasta, add the drained pasta to the skillet and toss until coated. Sprinkle with parsley, an extra shower of Parmesan, and a drizzle of olive oil (optional).

TIPS:

- Don't crowd the pan: Mushrooms brown best when given space.
- Make it vegan: Swap cream for unsweetened oat cream and Parmesan for a plant-based hard cheese.

RAY FAMILY-STYLE STUFFING

SERVES 6 - 8 (AS SIDE)



INGREDIENTS:

- 10 cups Pepperidge Farms seasoned bread crumbs (estimated 2 bags)
- 2 lbs of Jimmy Dean Ground Sausage
- 4 Tbsp (½ stick) unsalted butter
- 1 large onion, finely diced
- 3 ribs celery, chopped
- 1 red pepper or green pepper (diced) to taste
- 2 garlic cloves, minced (optional)
- 1½ to 2 cups chicken or turkey stock (warm)
- 1 Tbsp fresh sage, chopped (or 1 tsp dried)
- 1 Tbsp fresh thyme leaves (or 1 tsp dried)
- 2 Tbsp fresh parsley, chopped
- Salt & freshly ground black pepper, to taste

METHOD:

1. Preheat oven to 350°F (175°C).
2. Add Sausage to tall stock pot. Medium Heat. Brown meat and ensure sausage looks like small bits of ground meat - fully cooked. Then add butter.
3. Sauté aromatics: Saute onion, celery, and red/green pepper with sausage and butter. Cook for 5-7 minutes until softened. Add garlic and cook 1 more minute if using.
4. Combine bread & aromatics: In a large bowl, combine the bread cubes and the herbs.
5. Bake in the oven for 20-25 minutes at 350°F (175°C). (If you want your stuffing soft, cover. If you would prefer a crunchier texture, keep uncovered.)
6. Serve: Let rest 5 minutes before serving so it sets a bit.

TIPS:

- If you prefer to prepare this in advance for the holidays, you can keep the stuffing in bags in the fridge for 2-3 days prior to baking.
- We recommend baking in a muffin tin for single serve stuffing options on Thanksgiving day!



GIVE THANKS WITH A JOLO
GIFT BASKET

SHOP NOW



EXPLORING THE SOUL OF
JOLO[®]

WHERE TIME, STONE, AND WINE CONVERGE

By JW Ray, Owner & Winemaker,
& Colleen Thompson, Editor in Chief, Cape Fear Living Magazine

When you lift a glass of JOLO, you are not merely tasting wine—you are tasting the story of the Earth itself. Beneath your feet, Pilot Mountain rises, a solitary sentinel, its quartzite crown forged more than 500 million years ago in the Cambrian fires of a young planet. To put that in perspective: Burgundy's famed Côte d'Or limestone formed 200–150 million years ago. The gravelly Médoc of Bordeaux, just 2–3 million. Tuscany's rolling hills, 23–5 million. California's Napa Valley, volcanic and alluvial, a mere 3–5 million.

Pilot Mountain's quartzite, unyielding against time, imparts a mineral purity to the soils that nurture JOLO's vines, a terroir as rare as it is ancient. And North Carolina carries a proud legacy: in the 19th century, fueled by the resilient Muscadine grape, it ranked among the nation's top wine-producing states until Prohibition dimmed its light. At JOLO, we are not just making wine—we are reclaiming that glory, pouring history into every bottle.

This is not just terroir. This is time itself, captured in stone, weather, and wine.

A MOUNTAIN THAT SHAPES MORE THAN THE HORIZON

Long before vineyards quilted its slopes, the Saura people named this place Jomeokee—"the great guide." For the Saura, Jomeokee was more than a landmark; it was a spiritual touchstone, a place where earth and sky met. Today, it guides us still—not only as a beacon rising above the Yadkin Valley but as the invisible hand shaping every vine, every cluster, every bottle of JOLO. We honor this sacred ground, working with vines that reflect and amplify what its history offers, telling its ancient story with every sip.

Pilot Mountain's sheer presence carves out a climate all its own: mists swirl down its slopes at dawn, bathing vines in cool, clean air, while morning downdrafts lift fog to reveal long, sunlit afternoons. Diurnal temperature swings of up to 30°F slow grape ripening, coaxing intense flavors while preserving vibrant acidity—a hallmark of JOLO's wines. Like South Africa's Paarl Mountain, Pilot Mountain's monadnock topography creates a viticultural haven, but its ancient quartzite sets it apart on the world stage.

THE GIFT OF ANCIENT SOILS

Around the mountain's base, hard quartzite fractures into lean, sandy loam laced with feldspar, gravel, and iron-rich clays. These "stingy soils," as Old World vigneron would say, do not indulge the vine. They force it to dig deep, yielding small, concentrated berries that burst with flavor. The quartzite-derived soils impart a distinct minerality, a crisp, flinty edge that echoes the mountain's ancient stone. Out of this struggle comes grace: berries rich in color and flavor, acidity bright as a mountain stream, and wines that carry the austerity of rock transmuted into poetry in the glass.



GRAPES IN CONVERSATIONS WITH THE MOUNTAIN

JW and his sons meticulously match each variety to specific vineyard blocks, ensuring that every grape expresses the mountain's unique voice. From noble European varietals to carefully chosen hybrids, JOLO's portfolio reflects Pilot Mountain's terroir:

- Norton/Cynthiana—America's heritage grape, robust and deeply pigmented, yielding wines of dark fruit, spice, and enduring structure, perfectly suited to North Carolina's climate.
- Petit Verdot—dark and brooding, its compact berries and lean soils producing inky wines with power and spice.
- Merlot and Cabernet Franc—ripened to elegance by long, sun-warmed afternoons, marrying structure with freshness in our award-winning Pilot Fog blend, praised for its "distinctive mineral backbone."
- Vidal Blanc—bright, tropical, and citrus-toned, thriving in cooler seasons to deliver luminous white wines with "mountain-born purity."
- Traminette—aromatic and vibrant, singing with floral and spice notes, kept pure by the mountain's breezes even in humid summers.
- Chambourcin—deeply hued, berry-forward, and adaptable, yielding smooth, fruit-driven reds that shine in our climate.

Each grape becomes a conversation between grower, mountain, and season. Each wine, an answer only JOLO could give.

WHY JOLO BELONGS WITH THE GREATS

Burgundy has limestone. Bordeaux, gravel. Tuscany, clay and marl. Napa, volcanic ash. Pilot Mountain has something rarer: a crystalline quartzite terroir, forged 500 million years ago, offering elevation, drainage, and diurnal shifts framed by a geology unmatched on Earth.

Wine critics have taken notice, with JOLO's reds earning praise for their depth and whites for their crisp elegance at international tastings. When you sip JOLO, you are communing with half a billion years of Earth's memory, manifested into fruit, guided by human hands, and poured into crystal—a story no other wine region can tell.

THE GRAPEVINE: NATURE'S ETERNAL HEALER AND HUMANITY'S OLDEST COMPANION

Long before written language or stone cities, the grapevine (*Vitis*) took root in the cradle of human civilization. Fossil evidence places its ancestral lineage back more than 65 million years, a survivor of the cataclysmic K-Pg extinction that reshaped life on Earth. Ancient whole-genome duplication events embedded deep within its DNA gave rise to an unmatched diversity—over 10,000 known cultivars today. With roughly 30,000 genes, compared to humans' 20,000, the grapevine is a genetic powerhouse, its resilience mirroring humanity's own journey through millennia.

No other fruit bears such a record of survival, adaptation, and diversity. At JOLO, we honor this ancient survivor by crafting wines that reflect its legacy, from the bold Norton to the delicate Traminette. When you drink JOLO wine, you are tasting fruit shaped by mountain and season, communing with one of Earth's most enduring survivors—a living thread connecting the deep past with our present table.

So raise your JOLO glass. Feel the mountain and the grapes unrivaled legacy of survival in the wine. And know: you are drinking history.





YOUR SURVIVAL GUIDE FOR THE

Holidays



HOLIDAY SURVIVAL GUIDE: SIP, SAVOR, AND STAY SANE

By Colleen Thompson, Editor in Chief, Cape Fear Living Magazine
& JOLO and Rayson Wineries

The holidays sparkle with joy, but they can also sneak in a bit of frenzy—family gatherings, endless gift lists, and the occasional kitchen meltdown. At JOLO and Rayson, we believe the season should be less about stress and more about savoring. That’s why we’ve pulled together a Holiday Survival Guide—equal parts wine wisdom, festive flair, and a reminder that you deserve to enjoy the magic, too.

1. SET THE TABLE WITH EASE

Hosting doesn’t have to mean overcomplicating. Keep your menu grounded in seasonal favorites, then let the wine elevate the meal. A crisp JOLO Golden Hallows with appetizers sets the tone, while Pilot Fog pairs beautifully with heartier dishes. From the Rayson side, a bottle of Barrel Fermented Chardonnay sings with roasted turkey or chicken, while Syrah layers in spice and warmth for winter roasts. Dessert? JOLO Pink Rosé is a show-stopping match for anything cranberry or chocolate.

2. MASTER THE ART OF THE GIFT BOTTLE

Skip the generic candles and fruit baskets. Nothing says thoughtfulness quite like a hand-picked bottle of wine or wine gift basket from JOLO. Add a JOLO Gift Card or branded glassware and you’ve instantly turned your gift into a holiday memory waiting to be uncorked. Even better? Keep your giving local—choose gifts made right here in North Carolina, from artisan chocolates to hand-poured candles, to pair with JOLO and Rayson wines.

3. CROWD CONTROL = COCKTAIL HOUR

Large family gatherings are smoother with a festive signature cocktail. Think Sparkling Cranberry Rosé Spritz with JOLO Pink, a warming mug of JOLO Mulled Wine, or even a winter sangria built on Rayson Chardonnay layered with citrus and spice. Not only do cocktails add cheer, but they also give everyone something delicious to gather around.

4. TAKE A BREATH (AND SIP!)

Before the guests arrive, pour yourself a small glass of JOLOTAGE or Rayson Vidal Blanc and admire the tree lights. Holidays are about connection, not perfection—and the right glass of wine has a way of reminding us of that.

5. STOCK UP BEFORE THE RUSH

Avoid the last-minute scramble. JOLO and Rayson's holiday release wines tend to sell quickly, so make a weekend of it—stop by the tasting rooms, sip, stock your cellar, and head home with gifts and dinner pairings handled in one swoop.

6. THE WELCOME POUR

Nothing sets the mood faster than greeting guests with a glass in hand. Keep a chilled bottle of JOLO Golden Hallows or Rayson Chardonnay, or pre-batch a JOLO Rosé spritz by the door or kitchen island so everyone feels part of the celebration the moment they arrive.

7. DELEGATE LIKE A SOMMELIER

Hosting doesn't mean doing it all. Invite guests to bring a favorite cheese, dessert, or side—then you provide the perfect JOLO or Rayson pairing. It takes pressure off you, sparks conversation, and turns the meal into a shared experience.

8. DRESS THE TABLE WITH FLOWERS

The right blooms transform any gathering from dinner to celebration. A simple arrangement—seasonal greenery, winter berries, or classic white flowers—sets the mood instantly. Layer in a crisp white tablecloth, polished silverware, JOLO stemware, and a few candles, and your table feels like it belongs on the cover of a magazine.

9. SPIN THE TUNES

Music sets the tone faster than anything else. Create a holiday playlist that balances classics and modern favorites—nothing too loud, just enough to keep conversation flowing and spirits bright. A well-chosen soundtrack makes everyone feel like part of the celebration.

Because here's the secret: surviving the holidays isn't about juggling it all—it's about savoring the season.



The image shows the interior of a restaurant named 'BISTRO Europa'. The room features a large, ornate crystal chandelier hanging from the ceiling. The floor is made of light-colored wood in a herringbone pattern. Several square wooden tables are arranged throughout the space, each surrounded by dark leather chairs. The tables are set with red tablecloths, blue napkins, and red menus. In the foreground, a table is decorated with a small vase of red roses and a glass candle holder. A large white double door is visible in the background. The overall atmosphere is elegant and sophisticated.

BISTRO *Europa*

RESERVE
DINING



Rayson
WINERY & VINEYARDS



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This publication is in collaboration with:

Cape Fear
LIVING
Capturing Coastal Carolina Charm

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