

Jordan®

CHRIS AVERY
National Sales Director



Born in 1979, Chris Avery was raised in both Colorado and California. He developed a love for food and wine at an early age, hand-rolling pasta in the kitchen with his Italian grandmother and sipping homemade wine from his grandfather's cask. With his mother living in Colorado and his father in San Francisco's Bay Area, Avery split his free time equally between the mountains and the vineyards.

While studying filmmaking and political science at University of California, Los Angeles, he became intrigued with all things Germany and began taking language and history courses. After transferring to University of California, Santa Cruz, Avery lived in Germany for a year as part of a UC-Santa Cruz study abroad program. With his bachelor's degree in hand, Avery grabbed his backpack in 2000 and spent more than a year visiting the world's great wine regions. His travels spanned both hemispheres and four continents, giving him an insider's look at winemaking in Germany, France, Italy, Spain, Portugal, Australia, New Zealand, South Africa, Argentina and Chile. Upon his return to Colorado, he worked as a sommelier and later restaurant manager in some of the finest establishments in Denver and Boulder before transitioning to wine sales.

As National Sales Director at Jordan, Avery shares the Jordan family's passion for European-inspired winemaking and hospitality with fellow epicures by hosting exclusive seminars and wine dinners across the country. He never passes up the opportunity to dip into Jordan's private

cellar and share special bottles with loyal fans. Avery served as Midwest Regional Sales Director for Jordan from 2007 to 2011, managing the iconic winery's sales, marketing and events across 20 states, as well as Western Canada. He was promoted to National Sales Director in spring 2011. Prior to Jordan, Avery served as Regional Sales Director at Oyster Bay Wines, USA.

A Francophile at heart, Avery has found in Jordan the perfect California winery to celebrate his love of Burgundy and Bordeaux without crossing the Atlantic Ocean. His desert island wine is Corton-Charlemagne; his house wine is German Sekt.

Avery resides in Boulder, Colo., with his wife, Ailla, who also works in the wine business, and his daughter, Saija.

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