

# Jordan®

## OUR HISTORY



- 1972 Tom and Sally Jordan establish Jordan Vineyard and purchase 275 acres in Alexander Valley. John, Tom and Sally's son, is born the same day the deed is signed on the land that is now Jordan's valley floor vineyards (May 25). The Jordans plant first Cabernet Sauvignon and Merlot vines.
- 1974 The Jordans decide to start a winery and acquire 1,300 acres in Alexander Valley, today home to the Jordan Estate. Architect Bob Arrigoni is hired and construction of the 58,000-square-foot winemaking, warehouse, administration, culinary and hospitality facility begins.
- 1976 André Tchelistcheff is hired as consulting winemaker. Rob Davis is hired as winemaker. Winery is completed one week before harvest begins. First Cabernet Sauvignon and Merlot grapes are harvested to create the inaugural vintage of Jordan Cabernet Sauvignon, Alexander Valley. Henri Charvet of Aix-en-Provence, France, is hired as executive chef. Artist Ralph Colonna commissioned to design the Jordan wine label.
- 1977 Jordan plants its first Chardonnay vines in Alexander Valley. The Jordans finish interior design of culinary and hospitality facilities on the estate.
- 1978 Construction begins on the family residence at Jordan Estate, also designed by Bob Arrigoni. First vintage of Jordan Cabernet Sauvignon labeled "Estate Bottled." Continues through 1993 vintage.
- 1979 First Chardonnay grapes are harvested to create the inaugural vintage of Jordan Chardonnay.
- 1980 The inaugural 1976 Jordan Cabernet Sauvignon is released.
- 1981 The inaugural 1979 Jordan Chardonnay is released.
- 1983 Jordan receives "Best Cabernet in America" award and a platinum medal from the Beverage Tasting Institute in Hyde Park, New York, for its 1979 Cabernet Sauvignon.
- 1984 Canada becomes Jordan's first international market.
- 1986 The Jordans bring the first French Coquard sparkling wine press to the United States to begin a sparkling wine experiment, J. The Jordan's oldest daughter Judy soon expresses interest in running the family's sparkling wine business. Jordan wines are served at the White House President's and Vice President's Inaugural Anniversary Dinner Dance (also served in 1988).
- 1987 Jordan wines are served at the White House for guest Mikhail Gorbachev, President of the Soviet Union. Cabernet Franc introduced to the Jordan Cabernet Sauvignon blend.
- 1990 Jordan Cabernet Sauvignon earns no. 1 ranking in *Wine & Spirits* annual Restaurant Poll (also ranked no. 1 in 1991, 1992, 1993, 1994, 2001, 2002, 2003, 2004, 2008 and 2011). J sparkling production moves from Jordan to its own facility in Russian River Valley. Jordan sources its first Russian River Valley Chardonnay grapes from Judy Jordan's J vineyards.
- 1993 Jordan wines are served at the Academy Awards Governors Ball (also served in 1994, 1995 and 1996).
- 1994 Jordan loses estate-grown status due to replanting after vines succumb to Phylloxera.
- 1995 First Tuscan varietal olive trees are planted on the estate (Frantoio, Leccino and Pendolino).

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- 1996 First hillside vines planted on the Jordan Estate (Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot).  
Jordan Cabernet Sauvignon transitions to Sonoma County appellation due to vineyard replanting.  
Judy Jordan takes full ownership of J Vineyards & Winery.
- 1997 The Jordan Estate vegetable garden is planted.
- 1998 Inaugural Jordan Estate Extra Virgin Olive Oil is harvested.
- 1999 Jordan harvests first grapes from its estate hillsides.  
Jordan achieves Sonoma Green Business Program certification.
- 2000 Additional Cabernet Franc and Petit Verdot vines planted on the estate hillsides.  
Chardonnay transitions to Russian River Valley appellation.  
Jordan achieves Bay Area Green Business Program certification.
- 2002 Jordan Cabernet Sauvignon regains its Alexander Valley appellation status.  
Petit Verdot introduced to Cabernet Sauvignon blend.  
Jordan removes all chlorine agents from facility.  
Potable water system is revamped using ultraviolet technology.
- 2003 Todd Knoll joins the winery as chef de cuisine to Executive Chef Udo Nechutnys.
- 2004 First Spanish Arbequina trees planted on the estate.
- 2005 Tom Jordan appoints son John chief executive officer.  
John Jordan hires internal sales management team.  
Jordan Chardonnay begins transition toward less malolactic fermentation to retain its bright acidity and minerality.  
Cabernet Franc vines are replaced with Petit Verdot (replanting continues into 2006).  
Focus on site versus husbandry begins when Jordan's finest estate hillside fruit is combined with Cabernet Sauvignon grapes grown by Alexander Valley's top growers.
- 2006 Winemaker Rob Davis harvests his 30th vintage at Jordan.  
Jordan transforms its tour and tasting visitor experience.
- 2007 Jordan begins energy efficiency initiatives, including new refrigeration, LED lighting retrofits, new piping system, new winery roll-up doors and new heat-reflective "cool roof" for the entire facility.  
Extensive waste water recycling program begins.  
Todd Knoll promoted to executive chef.
- 2008 Brent Young joins as viticulturist; Dana Grande is appointed vineyard manager.  
Jordan joins Wine Industry Efficiency Solutions (WIES) program to audit energy usage and to monitor and implement additional energy-efficiency programs.  
Jordan Estate Rewards program is launched.
- 2009 Extensive soil mapping study of Jordan Estate begins to further elevate quality of Jordan Cabernet Sauvignon through precision farming.  
Jordan achieves carbon-neutral energy usage through PG&E's ClimateSmart™ program.
- 2010 Certification process for new Certified California Sustainable Winegrowing program begins.  
Fish Friendly Farming certification process begins.  
Jordan decreases carbon footprint by 24 percent since 2006, continuing to elevate its initiatives to reduce, reuse and recycle.