

# Jordan

## **Our Philosophy** *Wine Ratings and Scores*

- We do not automatically submit our wines to critics who assess wines in blind tastings using the 100-point scale.
- Wine scores are not a core focus of our marketing, so you won't see any posted on our website. If critics request samples, they are sent, so you might find scores by searching the online databases of notable wine review publications.
- Scoring well in a blind tasting is not something Jordan has ever wanted to excel at. These blind tastings are almost always conducted without the presence of food with many wines grouped by region and varietal. We believe wine assessment should be contextual, and that Jordan wines should be tasted alongside our inspiration producers in France.
- In our experience, many wines that score well in blind tastings are often destructive at the dinner table. Wine should complement a meal—not be the main star. Wines that are designed to stand out in a lineup of 10-20 typically don't enhance everyday dining experiences. Our wines are made in an elegant, balanced, low-alcohol style that is compatible and respectful of a broad range of foods.
- Jordan is a brand name with a solid reputation for over delivering on quality for the price. Our house style and consistency vintage after vintage make Jordan a name that consumers trust without the third-party endorsement of a rating. Even though we don't use scores in our marketing, the wines sell out year after year.