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JORDAN WINERY RELEASES ITS FIRST 18-LITER MELCHIOR BOTTLE

HEALDSBURG, Calif. (December 1, 2016)—Jordan Vineyard & Winery, producer of French-inspired Chardonnay and Cabernet Sauvignon for forty years, has produced 18-liter bottles of Jordan Cabernet Sauvignon for the first time in its history. Etched and hand-painted, each bottle, also known as a Melchior, holds the equivalent of 24 750mL wine bottles and weighs 60 pounds when full. Only six Melchiors were made and will be poured at special events at select locations in New York, South Carolina, Illinois, Texas, Nevada, and California beginning this fall.

After a prototype of the Jordan Cabernet Sauvignon Melchior drew a flurry of interest at author Mark Oldman's seminar during the 2016 *Food & Wine Classic* in Aspen, winery proprietor John Jordan decided to produce a limited number of 18 liters to release nationally. Five Melchiors, filled with the lauded 2012 vintage of Jordan Cabernet Sauvignon, were pre-sold to restaurants, and one will be sold for \$5,000 during Jordan's exclusive Christmas at Jordan event on December 3.

"Serving from large-format bottles is central to our hospitality and the art of entertaining, and we want to share the excitement with our fans," Jordan said. "But we wanted the opportunity to test wine pouring systems to ensure a bottle of this grandiose scale could be easily served at a fine dining restaurant."

Pouring straight from the Jordan Melchior is made possible by a custom-sized WineKeeper system, which uses a tap and nitrogen to dispense and preserve the wine. Five restaurants and Jordan Winery will be using the WineKeeper to uncork each of the Jordan Melchiors at special events:

- November 10—STK Las Vegas, Las Vegas, Nevada
- December 1—Halls Chophouse, Charleston, South Carolina
- December 3—Jordan Winery (Christmas at Jordan), Healdsburg, California
- December 2017—Del Frisco's Double Eagle Steakhouse, New York, New York (**private event**)
- January 2017—Pappas Bros. Steakhouse, Houston, Texas
- January 2017—Gibson's Bar & Steakhouse, Chicago, Illinois

John Jordan kicked off *Le Tour de Melchior* on November 10 at STK Las Vegas with a 6:30 p.m. unveiling and uncorking ceremony, featuring 2012 Jordan Cabernet Sauvignon from the Melchior by the glass for \$35. Each Jordan Melchior will be poured by the glass for guests until sold out. Dinner reservations and/or event ticket sales are required and vary per location. Visit each restaurant website, or the winery's website, for more information on each event. Event attendees will also have a chance to win commemorative *Le Tour de Melchior* artwork—limited-edition, Belle Époque-inspired screenprints by artist John Vogl of Denver, Colorado—where the Jordans lived before purchasing Jordan Estate. Wine lovers are encouraged to follow the big bottle excitement on social media with hashtags [#jordan18liter](#) and [#makemineamelchior](#).

The Jordan Melchior is also featured in Oldman's latest book, *How to Drink Like a Billionaire: Mastering Wine with Joie de Vivre*, which debuts this month (\$17.50 on Amazon).

About Jordan Vineyard & Winery

Founded in 1972, Jordan Vineyard & Winery was inspired by the great wine estates of France and the timeless connection between food, wine and hospitality. Under the guidance of second-generation vintner John Jordan, Jordan Estate is an extension of these traditions, with its iconic chateau, breathtaking views, sustainably farmed vineyards, natural habitat for wildlife and gardens for the chef's inventive cuisine, offering a distinctive sense of place in Sonoma County wine country. Learn more at www.jordanwinery.com.

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