



Brad Butcher
National Sales Director

Brad Butcher's romance with wine began in the kitchen rather than in the cellar, where he cooked his way through various restaurants in four states, allowing him the opportunity to explore wine in its intended form: with great food and great company. It was through this collaborative relationship between food and wine that Brad was able to develop his passion into a career. He brings more than 20 years of experience in on-premise hospitality, wine distribution and sales experience to Jordan's top sales position. He was promoted to National Sales Director in the spring of 2016.

"My first introduction into this business was a Penfolds Grange vertical tasting held at Charlie Trotters in Chicago," Brad says. "I was captivated by not only an iconic winemaker, Peter Gago, but by some of the greatest wines to ever come out of Australia, and also the chance to observe and dine with one of the greatest chefs of my time. It was truly amazing."

Brad joined Jordan in 2011 as Central Regional Sales Director, managing Jordan's distributors and sales and market activities for up to 19 states. Over the years, his territory grew to include Texas, Louisiana, Arkansas, Missouri, Kansas, New Mexico, Colorado, Nebraska, South Dakota, North Dakota, Minnesota, Wisconsin, Iowa, Illinois, Michigan, Indiana, Ohio and Kentucky, as well as Western Canada. Brad has been highly successful at expanding distribution, creating and managing vital wholesaler and account relationships, and integrating impactful sales and marketing tools while growing Jordan's business. In 2015, he took on supervisory responsibilities for the Western Region.

As National Sales Director, Brad continues to share the Jordan family's passion for European inspired winemaking and hospitality with consumers and customers across the country. He oversees Jordan's Regional Sales Directors, all export business, as well as the sales department staff at the winery. Based in Chicago, he continues to manage distributors and work with accounts in Illinois, Wisconsin, Minnesota and Indiana.

Brad has represented Jordan wines for more than 15 years through various roles in his wine career. Prior to Jordan, Brad worked for Pacific Wine Company, a distributor owned by the Terlato family in Chicago. After PWC was acquired by Southern Wine & Spirits, he continued to serve in sales positions working with fine restaurants, hotels and resorts, eventually turning his attention to managing the luxury portfolio of Moët & Hennessy.

When Brad isn't charming Jordan enthusiasts across the country with his infectious sense of humor and warm enthusiasm for food and wine, his other passions include flying as a recreational pilot, snowboarding, and cooking with his wife, Diana, and their boys, Brandon and Blake.

Media inquiries:

Lisa Mattson
Director of Marketing & Communications
office: 707-431-5268 | cell: 707-228-8636
lmattson@jordanwinery.com