



Jordan[®]

ESTATE TALES

VOLUME 10 • 2015

All Grown Up
THE GARDEN
FINDS ITS CALLING

**Sunset Supper
at Vista Point**
BEHIND THE SCENES

**Back to
the Future**
NEW LABEL DEBUTS



In the past 20 years, Healdsburg has changed from a sleepy little farming town to a destination for foodies and oenophiles. When I was in middle school, the best restaurant in town was Giorgio's, a family-style Italian pizzeria. (It is still there and the pizzas are still as good, though the culinary spotlight has shifted.) Today, downtown Healdsburg is bursting with first-class dining establishments, offering everything from a raw bar and Spanish tapas to Northern Italian cuisine and even a Charlie Palmer restaurant. Healdsburg is probably the only town of less than 12,000 residents with such diverse—and high quality—dining options.

The success of our local culinary scene wouldn't have been possible without our agricultural heritage. Those of us who live here (especially those with allergies) know that nearly everything grows in Sonoma County. There's never been a better time to be a grower. Small farmers committed to organic fruits, vegetables, microgreens and sustainable meats are thriving and supporting the talented chefs focused on hyper-local food sourcing. It is often said that a chef is only as good as his or her ingredients. Perhaps that is why so many renowned chefs have set up shop in our little corner of California. The importance of fresh, quality ingredients is precisely why Jordan has invested in creating its own garden.

In this year's edition of *Estate Tales*, we celebrate the bounty of our winery garden. While our garden provides the ingredients that go into the food pairings offered on tours, tastings and meals at the winery, it is also a reminder that Sonoma County offers much more than great wines. Our cover story (page 8) offers an inside look at our Sunset Supper at Vista Point dinner parties—hilltop meals created for our guests with garden-fresh food, delicious wines and incomparable views. In "All Grown Up" (page 14), we take readers deep into the Jordan garden to understand what we grow and why.





We're excited to announce changes to our loyalty program, Jordan Estate Rewards (page 26). The Jordan label is also changing, albeit subtly, with our new releases. Before diving into the wines, take a trip with us "Back to the Future" (page 18). For those fascinated by the art of winemaking, learn why we go to the challenging lengths of hand-harvesting Chardonnay grapes in the middle of the night (page 30).

It is our hope that reading about our gardens will heighten your dining experiences when your travels next bring you to Sonoma County or if you see the name "Sonoma" or "Healdsburg" on a menu at a restaurant.

Sincerely,

John Jordan
CEO

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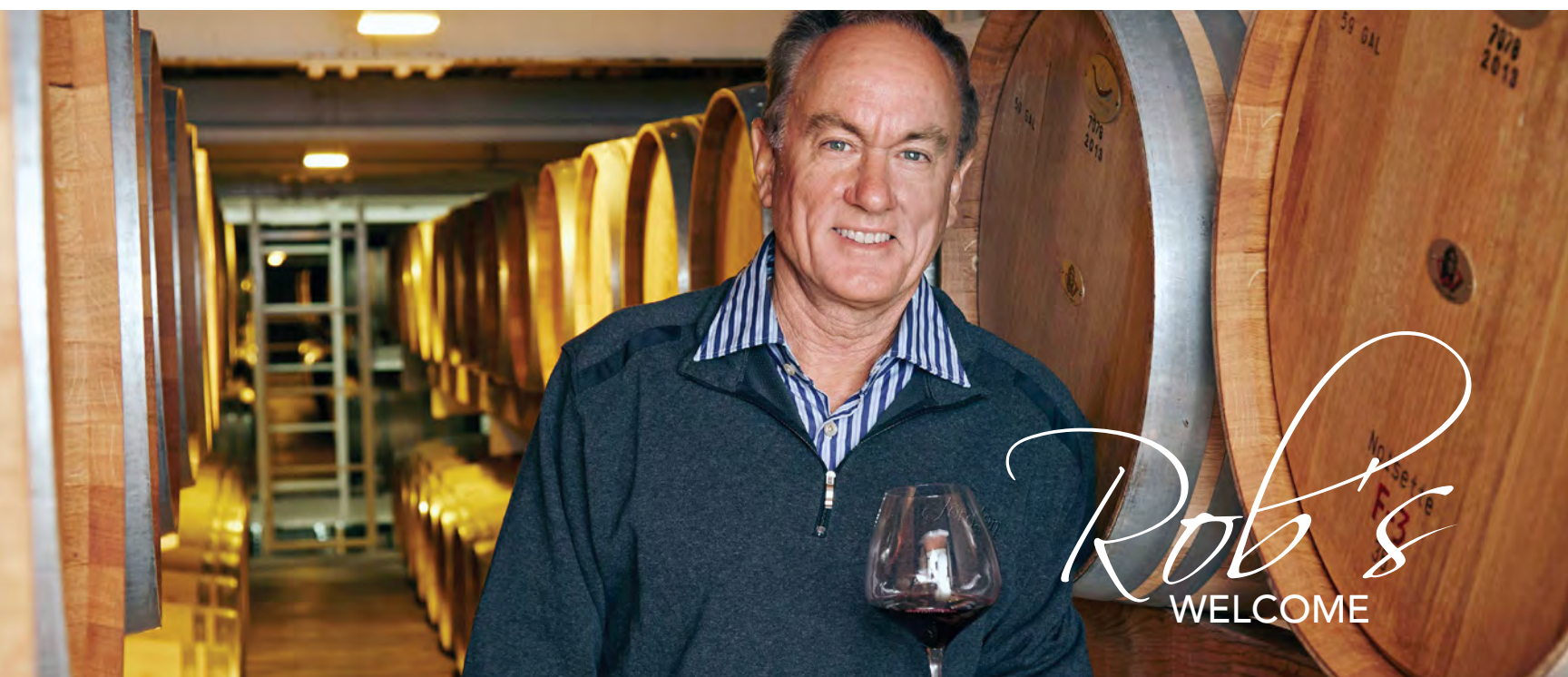
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Featured Photographers: Matt Armendariz, Drew Ross, Lisa Mattson, Nick Olivieri, Erin Malone



Rob's
WELCOME

As the senses are awakened after months of chilly weather, we are excited about the opportunity of working with a new vintage. Matching our enthusiasm for new beginnings is the joy that comes with the annual spring release of our wines: 2013 Russian River Chardonnay and 2011 Alexander Valley Cabernet Sauvignon.

The 2013 Jordan Chardonnay represents the blessings of Mother Nature at her absolute best. Moderate temperatures prevailed throughout the entire growing season, resulting in a stunning combination of intense fruit, acidity and minerality in the finished wine. And the 2011 Jordan Cabernet Sauvignon is a true validation of being further blessed by our incredibly gifted growers, whose vineyards possess soil compositions that provided extraordinary fruit in what was, for many vintners, a very challenging year.

The direction John Jordan offered in his first year to make consistent improvements in our wines didn't stop with just the grapes. Because of the added depth and multifaceted dimension of fruit we've achieved in recent Cabernet Sauvignon vintages, we've shifted our wine aging program away from the usual combination of American and French oak to 100% French oak. That quality decision also represents a huge financial commitment—\$480 for one American oak barrel compared to \$1,200 for a single barrel made from the finest French oak. Vintages 2011 and beyond will have increased percentages of French oak with 2014 being our first entirely French-oak aged Jordan in history, further defining our Bordelais-inspired style of Cabernet Sauvignon. The amplification of *Tonnellerie Française* (French for "barrel maker") elevates our signature style of elegance and finesse.

There's more news. One might think that the true challenge of ensuring a quality wine is the successful processing of fruit during the harvest—between the long hours laboring in the field and cellar to the constant sampling of grapes. However, nothing compares to the summer toil of bottling season. The challenge of delivering a great wine to your table has many variables. From barrel to bottling tank to the bottle filler and finally being finished off with a cork, the wine can suffer the same effects similar to a traveler logging long hours in a plane—serious jet lag. The one factor that contributes most to this is the pick up of small amounts of oxygen in the filling process. This year, no more jet lag for Jordan bottles. John Jordan made the decision to invest in a state-of-the-art bottling line that, with the latest technology, has greatly minimized the negative effects that come with the filling process. We noticed this in our 2011 Cabernet Sauvignon, our first vintage to be bottled on the new line. Normally it takes six months for the wine to recover from bottling and for the wine's bouquet to emerge. But our winemaking team was amazed at how wonderful the 2011 Cabernet tasted in only three weeks. Already we were using the terms, "lively," "fruit forward" and "long finish" in our initial tasting notes. That had never before happened in my career.

I look forward to hearing what you think of the new releases.

Cheers,

Rob Davis

Rob Davis
Winemaker

Sonoma AL FRESCO

Californians enjoy wining and dining outdoors year-round, and you can join the party this summer with one of our new epicurean experiences in Sonoma County wine country. Watch sunset during a hilltop feast, dine under the stars on the winery lawn, or tour and taste your way across the 1,200-acre estate. Unforgettable ways to feed your senses. Read more on page 6 or visit www.jordanwinery.com/events.

SPECIAL EVENTS CALENDAR

Jordan wines are showcased at many events in Sonoma County and across the country. Here is a look at the festive tastings and dinners happening in wine country over the next year.



MAY
15

ALEXANDER VALLEY MAGNUM DINNER & BARN DANCE

Geyserville, CA
May 15, 2015

MAY
16

SPRING AT JORDAN

Healdsburg, CA
May 16, 2015



JUL
18

SUNSET SUPPER AT JORDAN VISTA POINT

Healdsburg, CA
July 18, 2015

AUG
1

SUNSET SUPPER AT JORDAN VISTA POINT

Healdsburg, CA
August 1, 2015



AUG
15

STARLIGHT SUPPER AT JORDAN

Healdsburg, CA
August 15, 2015

SEPT
5

TASTE OF SONOMA COUNTY

Healdsburg, CA
September 5, 2015

SEPT

HARVEST LUNCHESES AT JORDAN

Healdsburg, CA
September to October, 2015



DEC
5

CHRISTMAS AT JORDAN

Healdsburg, CA
December 5, 2015

FEB
13

VALENTINE'S DINNER AT JORDAN

Healdsburg, CA
February 13, 2016



*For a complete list of events, please visit jordanwinery.com/events.
New events are added throughout the year. All dates are subject to change.*

NEW *and* NOTABLE

AWARDS

Jordan Vineyard & Winery was named *Wine Enthusiast's* 2014 American Winery of the Year.

Jordan is the #1 brand on restaurant wine lists, according to *Wine & Spirits* magazine's 26th Annual Restaurant Poll.

Our blog, *The Journey of Jordan*, won Best Original Photography or Video on a Wine Blog at the 2014 Wine Blog Awards.

United Way of wine country named John Jordan its 2014 Philanthropist of the Year.

MILESTONES

Winemaker Rob Davis will begin his 40th harvest at Jordan in 2015.

Jordan is proud to be the first business in Sonoma County to be Fish Friendly Ranching® certified, a new program that helps livestock ranches preserve aquatic ecosystems and terrestrial wildlife habitats.

Tom and Sally Jordan both celebrate their 80th birthdays in 2015.

Jordan's energy use is now carbon neutral. Nearly 90% of the winery's electricity comes from our hillside solar arrays and the balance from renewable energy through the Sonoma Clean Power program.

NEWS

Jordanwinery.com has undergone a major makeover. Explore our new website for information about our wines, events, recipes and rewards. Don't forget to go beyond the bottle, where you'll find photos, videos and our revamped blog.

Please join us in welcoming Cooper. This loveable stray dog wandered onto the Jordan driveway and into our hearts. He joins Bismarck, Rosie, Ruby and Dante as the winery dogs.

This winter, Jordan Winery will be amongst the first in the world to install a Flow Hive, an ingenious invention that turns a beehive into honey on tap without disturbing the colony.

Hotel Healdsburg and Jordan Vineyard & Winery have teamed up again to offer the "Farm to Fork Culinary Journey," the ultimate wine country getaway package, featuring luxury hotel accommodations, Jordan's Estate Tour & Tasting and a farm-fresh dinner at Dry Creek Kitchen.

The John Jordan Education Center is now open in Sonoma County. It is the home of two vital community programs, Youth Connections and Center for Economic Success, providing dedicated training centers that are expected to serve nearly 900 residents in the first year.



DINNER AT THE TOP

SUNSET SUPPERS COMBINE THE BEAUTY AND
BOUNTY OF SONOMA COUNTY WINE COUNTRY

by Matt Villano





Few views on the 1,200-acre Jordan Estate are as picturesque as those from the aptly named Vista Point. From this particular knoll, situated at the back of the property, visitors can see the entire Alexander Valley stretching to the north, the giant shoulders of Mount St. Helena to the east, the Russian River and downtown Healdsburg to the south and the mouth of the Dry Creek Valley to the west. In short, Vista Point is a spectacular place to experience wine and food pairing. It's the perfect snapshot of Sonoma County's diversity in one spot.

That's precisely why in the summer of 2013 Jordan built the Vista Point pavilion at the very top of that hill—to provide guests with a shaded structure where they could relax and enjoy the culmination of the new Estate Tour & Tasting—seated food pairings by Executive Chef Todd Knoll, created to complement different vintages of Jordan Cabernet Sauvignon (see Volume 9 cover story). For the first time since the winery was founded, guests could experience what John Jordan considers to be the very best view on the entire property. *Fodors* has since called it the best view in all of Alexander Valley.

Formal dinners in the open-air pavilion—aptly named Sunset Suppers for the painted skies and communal seating—started in the summer of 2014 and sold out within a few weeks. Here's a look at what drives these one-of-a-kind meals in the vineyard, and what you can expect when you sign up to experience it for yourself.

HUMBLE BEGINNINGS

Ever since the Jordans purchased the land in 1974, Vista Point was considered one of the very best views on the hill-shrouded property. It's always been a favorite lunch spot for the vineyard team and where Winemaker Rob Davis likes to end his evening runs through the vineyards. The only problem was that Vista Point also played an important role as a tiny quarry where Ranch Manager Brent Young could source rocks for road and wall repairs around Jordan Estate. It was in no shape to welcome guests.

Then, in 2013, the creation of the Jordan Estate Tour & Tasting changed everything.

This three-hour tour, in which guests traverse the property in a Mercedes-Benz Sprinter and sample Chef Knoll's seasonal food with Jordan wines at various spots along the way, was built around the bounty of Sonoma County. During his annual vacation on the Big Island of Hawaii where outdoor excursions are ubiquitous, John Jordan had an idea: Why not create the ultimate wining and dining experience that engaged all of the senses?

"All of a sudden, it was clear to me," John Jordan says. "We had the access. We had the infrastructure. It was time to share Vista Point."

Construction on the Vista Point pavilion began a few months later. By August 2013, the facility was complete—just in time to offer Jordan Estate Rewards members a sneak peek before opening that fall. The final result was a permanent structure with three walls of windows that open completely, allowing for unobstructed views in almost every direction. A tasting table sits in the middle of the bright space. During the seated Estate Tour tastings, guests might spot hawks soaring on thermals, turkeys meandering through the vineyards and beard-like moss swaying from oak trees in the wind.

Ideas on how to share this special corner of Sonoma County with guests continued to flow from there, and Sunset Supper at Vista Point was born.

Estate Tours conclude at Vista Point around one o'clock in the afternoon. The view is beautiful mid-day, but it is breathtaking during sunset, according to John Jordan. "We decided Sonoma

County needed an outdoor fine dining experience with a spectacular location for watching a sunset," he says. "And our culinary team is always up for a challenge."

PREPARING AN UNFORGETTABLE FEAST

If the pavilion is the canvas, the meals themselves are the art—deftly prepared multi-course dinners that incorporate as many ingredients as possible from the garden and orchards on the Jordan Estate.

Because every meal is different, it's hard to predict now what Chef Knoll will serve later this summer. He begins his preparations months before, when new seedlings are planted in the garden. He begins to think about whether Green Zebra, Brandywine or Purple Russian tomatoes might work best in a salad course or which melons, cucumbers and herbs might complement an appetizer or amuse-bouche. With more than 20 different varieties of heirloom tomatoes, eight melons and seven carrots to choose from alone (see "All Grown Up," page 14), recipes begin to form in the chef's mind. As the harvest dates for fruits and vegetables approach, the chef spends each morning in the garden, checking progress to ensure that the produce planted is on track for optimal ripeness come event time.

One week before the dinner, attention turns to the proteins and menu creation. Sustainable meats are chosen based on availability, and after another visit to the garden for taste-testing, Knoll crafts a menu and sketches by hand the way he envisions each dish to look. (He remains one of a rare breed of chefs to draw his dishes before preparing them.) The estate sommelier then meets with the chef to determine which vintages of Jordan Chardonnay and Cabernet Sauvignon might pair best with the menu he has created.

The remainder of the prep for Sunset Suppers takes place between 36 and 12 hours before the meals are served.

Down in the winery kitchen, Knoll and his staff orchestrate all precision cooking, such as roasting vegetables and marinating and cooking meats in the *sous vide* method, which poaches food in airtight bags. This process locks in flavor, moisture and nutrition. Essentially, Knoll brings the dishes to the edge of completion, and then handles the grilling, smoking or any other live-fire cooking outdoors at Vista Point.

"Utilizing this method is effective for gently poaching ingredients very precisely," he explains. "*Sous vide* is one of the best ways to cook for a large number of guests simultaneously while ensuring that every one of them receives a perfectly cooked and flavorful portion."

Because Knoll and his team perform a sizable portion of the preparation the day before each supper, the day of the event comprises picking tomatoes, herbs, and edible flowers from the garden, moving tables, chairs, tableware, wine glasses and linens to the pavilion, creating the place settings for each guest, and finishing and plating dishes in a temporary kitchen at Vista Point.

"That's part of being a chef for a winery," Knoll says. "You have to be creative and able to deliver a fine dining experience in the middle of a vineyard."

OTHER FINE TOUCHES

But there's more to Jordan's memorable Sunset Suppers than just food and wine. Director of Hospitality & Events Nitsa Knoll, wife of Chef Knoll, is in charge of décor, and she focuses on incorporating Jordan Estate flora into her centerpieces and place settings.



Clockwise from top: Executive Chef Todd Knoll picks wild fennel next to Jordan's garden; the chef finishes a garden gazpacho hors d'oeuvre for the Sunset Supper reception; Jordan beets, roasted and peeled; freshly harvested Charentais melons; French carrots plucked from the Jordan garden; a fennel flower garnishes the seafood course; smoked salmon with fresh hearts of palm and wild fennel vinaigrette.





This page, clockwise from top: Estate roses help create a memorable place setting; guests take in the views from Vista Point; strawberry shortcake made with estate berries glows in the evening sun; magnums of 2006 Jordan Cabernet Sauvignon complement the main course; guests toast with 2012 Jordan Chardonnay at the beginning of the meal; a guest opens the surprise menu; opposite page: Guests enjoy glasses of 2010 Jordan Cabernet Sauvignon while taking in the views before dessert is served.



For the first Sunset Suppers last summer, Nitsa created decorative flower arrangements for each table that combined roses, succulents, oak-tree moss, lemon leaves, hydrangeas and Hypericum berries from all over the property. She was still refining her floral designs minutes before guests arrived, picking additional strands of moss from the nearby trees. Menus and a decorative surprise for each place setting were also made in-house.

THE EXPERIENCE

Because of the unique setting, seated dinners at the Vista Point pavilion are unlike food and wine pairing experiences anywhere else on the Jordan Estate.

Guests are greeted at Bacchus courtyard, an alcove just in front of the Winery Chateau. Once the guests have arrived at Vista Point, a walk-around reception with passed hors d'oeuvres and Champagne allows them to enjoy the gorgeous views and take photos around the pavilion or in the adjacent vineyard.

The pavilion seats no more than 50 guests family-style, so the meal is more communal than dinners in the winery dining room. Guests sit at long tables, and family-style courses are served at the beginning of the meal to facilitate conviviality. For the inaugural dinner, Chef Knoll served a deconstructed caprese salad with mounds of fresh local burrata, slices of heirloom tomatoes from the garden, and wire caddies with four different kinds of basil: Thai, Greek, Lime and the vibrant, purple-hued Opal. This allowed guests to share ingredients and create their own salads.

"Some of the guests were initially puzzled by the deconstructed caprese salad presentation, but once the garden basil was introduced, the salads began to take form and introductions to new

friends were quickly made," says Nitsa, who helped engineer this ice-breaking appetizer. "Our goal was to create a carefully designed menu that did not require the formality of our dining room."

Another component of the dinner that makes the Sunset Supper experience memorable: the weather.

Breezes tend to pick up most afternoons in this valley, and appetizers tend to be served when temperatures fall—sometimes 10-15 degrees within an hour or two. Summer nights can be windy or calm. As with any outdoor evening affair in Sonoma County, the attire is wine country casual—sunglasses are essential.

"The concept behind Sunset Suppers is a multi-sense immersion in all that makes Sonoma County special: the flora, fauna and most importantly, the food and wine," Jordan says.

Though most dinner courses are plated and served in concert, guests are afforded the opportunity to mingle and take more photos throughout the evening. As the sun sets, the chef is hard-pressed to keep everyone in their chairs as the western sky turns from blue to swirls of pink, orange and purple.

WHAT'S NEXT

Two Sunset Suppers are planned for 2015—one on July 18 and another August 1. Space for these meals is limited, and at press time, the July event had just sold out. Tickets are \$200 per person or 10,000 points for two. For more information, visit jordanwinery.com/rewards or call 800-654-1213.

Matt Villano is a freelance writer and editor in Healdsburg. Read more about him at whalehead.com.



ALL GROWN UP

AFTER A DECADE OF EXPERIMENTATION,
THE JORDAN GARDEN FINDS ITS CALLING.

Gardens are like children. They need constant attention, nurturing, discipline and dedication. Sometimes, they need encouragement to realize their full potential. They also need a little guidance.

What began as a simple tomato patch and a few rows of corn back in the 1990s has become the cornerstone of the farm-to-table dining experiences that are the hallmark of Jordan hospitality. All our garden was missing was the attention of a chef.



Executive Chef Todd Knoll and Sous Chef Manuel Reyes search for perfectly ripened heirloom tomatoes in the Jordan garden.

FINDING FOCUS

The winery garden was originally two acres, which was exciting for Executive Chef Todd Knoll, who had worked at the Ritz-Carlton San Francisco before joining Jordan in 2003. However, it was filled with rows of commodity crops, such as bell peppers, string beans and yellow onions—items that usually ripened all at once, flooding the kitchen with produce that didn't fit Chef Knoll's needs. The excess was frequently donated to a local food bank.

Committed to sustainability and minimizing waste, Chef Knoll knew there had to be a better way to manage the garden and feed our guests. He shared his vision for diversifying the garden with John Jordan. The idea was simple yet ambitious: grow specialty fruit and vegetables around which menus could be created.

"I spent years dreaming about a seasonal garden for growing heirlooms and unusual ingredients specifically for my cooking throughout the year," Knoll says. "I could have never done this in a big-city restaurant."

The complexity of building and managing a garden harvested almost entirely to a chef's specifications—a chef with a love of all things exotic, thanks to his island upbringing—has not been without its challenges. Ultimately, the redesign took years. Some plantings thrived, such as white asparagus, wasabi and horseradish greens, while others failed, such as African horned melon and Giant Prague celeriac, neither of which flourished in our soils and microclimate. A dedicated cornfield was retired and more desirable plots of the garden were expanded, adding new rows on the higher slopes and incorporating orchard trees. By 2007, Knoll was already beginning to limit his specialty produce purchasing. The tiniest haricots verts, the most delicate blossoms and tendrils, raspberries, strawberries and heirloom tomatoes—still warm from the morning sun—all were available steps from the kitchen door.

With our chef's acquired patience and constant desire to experiment, the garden has blossomed into one of the most diverse of its size in Northern California. Nearly 100 different varieties of fruits and vegetables are grown here, on frequent rotation, with a thoughtful focus on diversity and seasonal maturity cycles. Lettuces and fava beans are harvested every few weeks and replanted throughout the year. Most root vegetables are harvested in the chef's desired "baby stage" and then quickly replanted, ensuring an ongoing supply.

"Most chefs spend their careers thinking about a garden like this," he says, estimating that about 80 percent of his dishes are driven primarily by what grows on-site. "I am fortunate enough to have it every day."

Multiple varieties of the same plant are now cultivated to achieve the longest possible growing season with the most flavorful produce. Four types of strawberries and six varieties of raspberry bushes provide the kitchen with fresh fruit practically year-round. In addition to haricots verts, there are nine other types of beans

grown, such as Moonshadow Hyacinth and Dragon Tongue, a famous Dutch heirloom. Twenty types of heirloom tomatoes call Jordan home, as well as eight varieties of melons, eight different basil, seven types of carrots, six eggplants, three figs and two persimmons. And this is just a fraction of the hundred-plus items that are grown from seed or bare root each year.

CONSTANTLY EVOLVING

Today, the garden isn't only sprouting fruits and vegetables; it contributes to other aspects of Jordan hospitality as well. As part of the garden's ongoing evolution, Knoll has worked with his wife, Director of Hospitality & Events Nitsa Knoll, who oversees all of the floral design at the winery, to add flowers and other natural items that decorate the accommodations and public areas of the winery.

Prior to the addition of the floral cutting garden, Nitsa bought almost all of the flowers for the winery from local and international vendors. Now, she only purchases half, and the rest come from the garden and other spots around the 1,200-acre estate.

A garden of this complexity requires a team. In addition to the Knolls, Ranch Manager Brent Young oversees the day-to-day operations. Sous Chef Manuel Reyes helps with on-demand harvesting every week, and Estate Gardener Leonel Carmago, who has been with the winery since 1999, plants, hoes and waters the garden by hand. Rafael Robledo, the vineyard foreman who began working at Jordan in 1973, helps with weeding and pruning in spring and fall when there's simply too much work for Carmago to handle alone. Visitors on Jordan's Estate Tour & Tasting have the opportunity to see this attention to detail firsthand.

WHAT'S NEXT

Because the Jordan culinary garden is both a canvas for creativity and a playground for experimentation, the plot is always in flux. Items come and go, largely depending on their performance in the previous growing cycle. Knoll's interests are another key factor in the composition of the garden; if he knows he wants to use more of a particular vegetable, he will plan ahead and plant more of it the following year.

Morel, shiitake and royal trumpet mushrooms, edible flowers, heirloom strawberry varieties and an estate berry patch, which will feature blueberries, blackberries and boysenberries, are on the horizon for 2015. The mushrooms won't actually be growing in the garden; instead, Knoll is working on developing habitats in five different locations on the property. The edible flowers, including nasturtium, violets and marigolds, will be planted in two different spots: the main garden and in new planter boxes near the kitchen, with easy access for last-minute garnishing.

"With the exception of certain species that simply won't grow here in Sonoma County, there literally is no limit to what we can try in the garden," Knoll says. "At the end of the day, that's what makes the entire project so much fun. It's also what makes John Jordan's commitment to supporting our culinary program so special."



Executive Chef Todd Knoll harvesting herbs in the garden.

Clockwise from top: A basket of fresh Early Girl heirloom tomatoes; French thyme harvested from the garden's herb beds; Executive Chef Todd Knoll at the garden shed; freshly sliced lemon cucumber.



BACK *to the* FUTURE

Evolution of an Iconic Label



Walking the fine line between change and tradition has become commonplace at Jordan. We're always trying to improve upon our crafts, but change for change's sake should never be an end in itself. The pursuit of excellence requires a willingness to explore and experiment; however, too much change and the proverbial wheels would come off.

It is this balance that made our recent label redesign project such a significant undertaking. In 2011, Sonoma County passed a conjunctive labeling law, requiring all wineries to list the county of origin on their wine labels by 2014. In 2010, we decided to invest in a new state-of-the-art bottling line that would demonstrably improve the quality of our wines but no longer supported the glue-backed wine label placed on our bottles since the 1970s. We elected to view these events as an opportunity.

We began by lining up every label of Jordan Alexander Valley Cabernet Sauvignon since the inaugural 1976 vintage. The original vision for the label was inspired by the finest Bordeaux labels and printed with an intricate steel-engraving technique called intaglio that imparted a texture similar to that of money. Although the labels underwent several small changes over the years, the cumulative effect of those changes was dramatic when a bottle of 2010 Cabernet stood next to that of a 1976. Jordan Cabernet Sauvignon labels had become nearly an inch and a half

smaller over time, and their colors had changed as well. 1980 was the last vintage with a message from a Jordan family member on the back label, and 1993 was the last vintage of Jordan Cabernet Sauvignon with a taller front label.

Selecting a taller front label sitting higher on the bottle resulted in aesthetic balance. A message from John on the back label describing the Jordan philosophy and style of the carefully crafted wine inside brought our project full circle. Once we decided on the Cabernet Sauvignon label, the Chardonnay fell quickly into place.

The next step was developing a strong partnership between our designers at CF Napa and a printer utilizing the most innovative techniques in label production. By moving our printing from American Bank Note in Tennessee to CCL Label in Sonoma, print quality and processes were improved. Label application transitioned from glue-backed to pressure-sensitive for better adhesion to the bottle. A new type of paper was selected that could withstand long periods of chilling in ice buckets. We were also able to use more eco-friendly inks and printing techniques, incorporating fine embossing that preserved the rich texture of the original design. We achieved the same level of detail and quality as steel engraving and felt fortunate to be working with suppliers that cared as much as we did about making the best label possible.



In 2013, the first box of new labels arrived at the winery. No longer was it necessary to hand sort labels, as quality control could be completed digitally with even the slightest imperfection being instantly detected. We carefully placed the first roll of labels in the new labeler and watched the first bottles make their way down the line. We held our collective breath, but the labels went on smoothly. It was truly a "back to the future" moment for all of us.

Now, after proper bottle aging, we are proud to release the new look and feel of the Jordan label. The 2011 Jordan Cabernet Sauvignon and 2013 Jordan Chardonnay both debut this spring.

Tell us what you think at info@jordanwinery.com.



SPRING RELEASES

Featuring our first label design enhancements in more than two decades.



2011 ALEXANDER VALLEY CABERNETSAUVIGNON

WINEMAKER'S COMMENTS

Delicate aromas of fresh cranberry and red cherry mingle with enticing notes of cassis, chocolate and tobacco. The wine is round, soft and refined with elegant flavors of red currant, freshly cut herbs, vanilla bean and allspice. A structured mid-palate with silky-soft tannins and a backbone of clean acidity create an enduring finish, perfectly suited for enjoyment today or for cellaring through 2027.

THE VINTAGE

2011 was one of those challenging years where agility was needed to overcome the challenges presented by Mother Nature. Despite small yields and an unseasonably cool growing season, our growers and their superb vineyard sites supplied the quality fruit necessary for us to craft a silky, fruit-forward Cabernet Sauvignon.

THE WINEMAKING

Approximately 60 vineyard blocks were harvested at optimal maturity, and only the top lots were selected for blending in our historic upright oak casks. The wine was then aged for 12 months in 73% French oak and 27% American oak, of which 37% was new, allowing the flavors to marry and tannins to fully integrate. This blend of 79% Cabernet Sauvignon, 17% Merlot, 3% Petit Verdot and 1% Malbec matured in bottle for two years before release.

FOOD PAIRING SUGGESTIONS

This wine's old-world style makes it ideal for diverse food pairings. It will shine with savory meat dishes, such as herb-crusted lamb or roasted chicken, allowing the fruit in the wine to take center stage. Play up the delicacy of the fruit by pairing this Bordeaux-style blend with an unexpected cheese course like fresh goat cheese with *Herbes de Provence*.

CABERNET PAIRING

Beef Nigiri with Wild Mushrooms and Grilled New York Steak.
See complete recipe at jordanwinery.com/recipes.

CHARDONNAY PAIRING

Hawaiian Blue Prawns with Tomato Fondue and Pea Salad.
See complete recipe at jordanwinery.com/recipes.



2013 RUSSIAN RIVER VALLEY CHARDONNAY

WINEMAKER'S COMMENTS

Classic Russian River fruit at its best. Intense aromas of green apples, pears and passion fruit, backed by a hint of wet stone minerality. The mid-palate is juicy and seamless, with flavors of melon, guava, and a touch of baking spice, balanced by lively acidity and a creamy mouthfeel that carries through the lingering finish.

THE VINTAGE

Mother Nature blessed us with an ideal growing season for the second consecutive year in 2013. Moderate temperatures prevailed from spring through fall, which is the key to our Burgundy-inspired style. The end result being an exemplary vintage—possibly our finest bottling to date.

THE WINEMAKING

From September 6 to 18, grapes were handpicked in the coolness of the night to retain their aromatics and purity of flavor. After *sur-lie* aging and *bâtonnage* to further elevate its creamy texture, this wine underwent only 18% malolactic fermentation to preserve its bright acidity and natural fruit intensity. Aged for six months in lightly toasted, 100% French oak barrels, of which 40% was new, before bottling.

FOOD PAIRING SUGGESTIONS

The 2013 Jordan Chardonnay is a versatile food pairing wine at the dinner table. Its lively fruit, vivid backbone of acidity and subtle oak nuances make it sing with lobster or creamy pastas, as well as grilled chicken, fish or light citrus salads.

2013 JORDAN ESTATE EXTRA VIRGIN OLIVE OIL



A vintage of pleasant surprises, 2013 shows remarkable approachability and complexity.

CHEF'S COMMENTS

The 2013 Jordan Estate Extra Virgin Olive Oil has fragrant, grassy, artichoke notes that open to enticing flavors of fresh-cut grass, crisp apples and herbs. A quintessential touch of bitterness on the peppery finish pays homage to its Italian roots. Truly an olive oil of balance.

THE VINTAGE

Mother Nature blessed us with glorious weather two years in a row. Jordan's 18 acres of olive orchards achieved an ideal fruit set during spring of 2013. Expected to be a low-yielding growing season for these alternate-bearing trees, 2013 surprised us with the gift of another bountiful crop after the stunning 2012 vintage. This temperate growing season continued throughout summer and fall, allowing the fruit to steadily mature until being harvested at the peak of each variety's flavor expression.

THE MAKING

Fruit was either handpicked in the Italian *brucatura* tradition or shaken into special nets. As an artisanal oil, the olives are milled within 24 hours of harvest, and the oil is never filtered or heated, allowing our Jordan Estate fruit to fully express itself. Our extensive master blending session resulted in a vibrant combination of Leccino, Frantoio, Arbequina, Pendolino, Cipressino and Ascolano olives. Each bottle was hand labeled in the Jordan cellar.

FOOD PAIRING SUGGESTIONS

Jordan Estate Extra Virgin Olive Oil will enhance an extensive array of appetizers, salads and entrées. Use this elegant finishing oil as a base for salad dressings, brush it on fresh figs wrapped in prosciutto or drizzle over grilled fish with a squeeze of citrus. This fine condiment brings pure, delicious flavors to your table.



ESTATE RECIPES

By Todd Knoll, Executive Chef

HOISIN GLAZED DUCK WITH FRESH GARDEN VEGETABLES

PAIR WITH JORDAN CABERNET SAUVIGNON



When summer arrives in Alexander Valley, we look to bright recipes that can be quickly prepared, allowing seasonal, local ingredients to shine. The hoisin can be made in advance, so your guests will be able to enjoy the sun, the dish and your company.

INGREDIENTS

- 4 duck breasts, skin scored
- 1 sprig flowering basil

THE HOISIN

- 6 scallions, grilled and sliced
- 4 cloves of black garlic
- 1½ cups hoisin sauce
- 3 Tbsp seasoned rice wine vinegar
- 2 Tbsp wildflower honey
- 3 Tbsp Chinese double black soy sauce
- ¼ cup freshly squeezed orange juice
- 1 Tbsp toasted sesame oil
- ½ cup water

INSTRUCTIONS

serves 4

Combine all hoisin ingredients in medium sauce pan and reduce over medium heat for 10-15 minutes, until thickened. Cool and purée in a blender. Reserve for up to one week. Preheat grill to medium-high heat. Sear duck breast scored side down for 3-4 minutes. Turn and glaze with hoisin sauce. Cook until an instant read thermometer registers 130 degrees. Remove the duck from the grill and let rest, tented with foil. Garnish with flowering basil and pair with the freshest vegetables from your summer garden.

GARDEN FIG SALAD WITH CORN AND GREEN BEANS PAIR WITH JORDAN CHARDONNAY



Fresh figs and haricots verts from our garden always signal the arrival of fall. This light, healthy salad recipe celebrates the season with crisp, sweet flavors, creating a wonderful food pairing with Jordan Chardonnay.

INGREDIENTS

- ¼ cup aged sherry vinegar
- 1 Tbsp Dijon mustard
- 1 Tbsp fresh thyme
- 1 shallot, finely minced
- Freshly ground black pepper and salt to taste
- 1 cup Jordan Extra Virgin Olive Oil
- 4 ears of corn, shucked and silks removed
- 2 Tbsp Aleppo pepper
- 18 assorted figs (Black mission or Kadota)
- 1 cup haricots verts or romano beans
- ½ cup hazelnuts, roasted, skinned and crushed
- 8 cups baby arugula, stemmed and rinsed
- 1 cup frisée lettuce tips

INSTRUCTIONS

serves 4

To make the dressing, combine sherry vinegar, mustard, thyme, shallot, salt and pepper in a blender at medium speed. While blending, slowly drizzle ¾ cup Jordan Extra Virgin Olive Oil until emulsified. Refrigerate and keep for up to one week.

In a nonreactive bowl, toss ears of corn with remaining Jordan Extra Virgin Olive Oil, Aleppo pepper and salt. Grill corn on medium high heat until it begins to brown. Let the corn cool to touch, then slice and set aside.

Bring a pot of salted water to a boil, and prepare an ice bath. While water is coming to a boil, quarter figs and set aside. Blanch beans in boiling water until slightly tender, about 3 minutes. Shock beans in ice water and drain.

Combine all ingredients in a large bowl. Add salad dressing to taste and gently toss. Serve immediately.

CHATEAU *Boutique*



2013 CHARDONNAY AND 2011 CABERNET SAUVIGNON IN GIFT BOX

A true collector's gift, these vintages showcase our first label design enhancement since 1993 and our first back label story since 1980. Both the 2011 Jordan Cabernet Sauvignon and 2013 Jordan Chardonnay exude elegance and seamlessness. Available beginning April 1, 2015.

\$ 92 (2 750mL bottles in gift box)
\$269 (6 750mL bottles in gift box)

2005-2006-2007 CABERNET SAUVIGNON MAGNUMS IN GIFT BOX

This trio of magnums from consecutive vintages honors a defining time period in our winemaking evolution. A silky glimpse into both our past and future, these Cabernet Sauvignons flaunt the polished, distinct structure of a fine Jordan aged in large-format bottle.

\$667 (3 1.5L bottles in gift box)



2008-2009-2010 CHARDONNAY IN GIFT BOX

Ready to drink upon release, Jordan Chardonnays truly shine with 3-5 years of bottle age. The 2008, 2009 and 2010 collection offers three classic vintages, each with its own personality. All share the charms of a mature, Burgundian-style white wine—layers of fruit and a rich, seamless mouthfeel that sing when paired with salads, poultry or seafood.

\$115 (3 750mL bottles in gift box)

2008 CABERNET SAUVIGNON

The 2008 Jordan Cabernet Sauvignon boasts elegant aromas of crushed cherries, pomegranate and vanilla that open to a soft, silky mouthfeel with rich flavors of red plum and baked blackberry. A testament to the importance of selecting exceptional vineyard sites.

\$ 63 (750mL)
\$199 (1.5L in gift box)



A COLLECTION OF OUR FAVORITE VINTAGES

Available at jordanwinery.com/shop



2002-2003-2004 CABERNET SAUVIGNON IN GIFT BOX

Jordan Cabernet Sauvignon vertical collections are the perfect way to experience mature wines without the wait. Aged under ideal cellaring conditions, our 2002-2003-2004 Cabernet Sauvignon vertical features silky, aged wines ready to uncork for a celebration in 2015 or cellar a few more years.

\$486 (6 750mL bottles in gift box)

\$972 (12 750mL bottles in gift box)

2001-2006 CABERNET SAUVIGNON VERTICAL IN GIFT BOX

This six-bottle gift box filled with Jordan Cabernet Sauvignon is the ultimate way to experience our ageability, consistency of style and the subtle nuances of consecutive vintages made by our winemaker of 40 years. The collection culminates with John Jordan's first vintage: 2006.

\$479 (6 750mL bottles in gift box)



2006 CABERNET SAUVIGNON

This vintage promises longevity. Concentrated aromas of blueberry and cranberry open to enticing flavors of huckleberry and sweet tobacco. The palate is smooth and seductive with round tannins and elegant acidity that carry into a long, memorable finish. Bottle aging has enhanced this balanced, structured Cabernet Sauvignon.

\$ 65 (750mL)

\$199 (1.5L in gift box)

\$700 (3L in gift box)

2013 ESTATE EXTRA VIRGIN OLIVE OIL

A vintage defined by elegance and complexity, 2013 Jordan Estate Extra Virgin Olive Oil displays a remarkable approachability that makes it ideal for homemade salad dressings, tapas platters or reinventing a classic duck confit.

\$29 (375mL bottle)



JORDAN ESTATE

Where Loyalty and Luxury Meet

Rewards

It has been almost a decade since the idea of Jordan Estate Rewards was born. When John Jordan took the reins in 2005, he wanted to make the winery more accessible after years of being closed to the public. The result was Jordan Estate Rewards—a loyalty program that would reward our customers with intimate experiences at the Jordan Estate that celebrate wine country life.

Each year, we create new ways to enhance Jordan Estate Rewards—through events, private experiences and benefits. This year, we are introducing membership levels to the program, offering more accessibility to rewards. These levels allow our most loyal customers the opportunity to access rewards for less, while affording other members new ways to enjoy rewards never before available. Beginning May 2015, all rewards are available for a combination of points and dollars. The higher the membership level, the fewer the points and dollars required to redeem a reward. Your membership level is based on lifetime loyalty, and points never expire.



Not yet a member?

Join today and receive 3,000 bonus points for signing up at jordanwinery.com/rewards.

MEMBERSHIP LEVELS

SILVER: Members gain access to experiences that cannot be purchased by the public, such as private tastings with hors d'oeuvres and harvest lunches, as well as discounts on select special events. Silver members simply pay our base redemption fee and points to redeem a reward.

Rewards begin at \$50 per person plus 1,800 points.

GOLD: In addition to private tastings with hors d'oeuvres and harvest lunches, Gold members gain access to five different experiences not available to Silver members or the public, such as private lunches, private dinners and overnight stays in our accommodations, as well as lower prices on all special events. Gold members pay our preferred redemption fee and fewer points to redeem a reward.

Rewards begin at \$25 per person plus 1,500 points.

PLATINUM: Our most loyal members receive the highest level of benefits with access to private tastings with hors d'oeuvres, harvest lunches, private lunches, private dinners, every culinary event and the ultimate getaway, overnight stays at Jordan Estate—all for our lowest price and the fewest points.

Rewards begin at \$25 per person plus 1,200 points.



HOW IT WORKS

When you join Jordan Estate Rewards, for every dollar you spend at Jordan, you'll earn points to redeem for exclusive experiences at Jordan Estate. There are no membership fees or automatic shipments, and enrollment is automatic when you join our mailing list. You receive 3,000 bonus points for signing up, and you will continue to earn three points per dollar for all purchases made—either in person at the winery, by phone or online. Once your purchases total \$500, you will become a Silver level member. Special offers are announced throughout the year in our monthly e-newsletter. Learn more about member benefits and reward redemptions at jordanwinery.com/rewards/faq.

Opposite page: A Private Tasting with Hors d'Oeuvres in the Jordan dining room; this page: The Casual Wine Country Lunch offers a family-style feast on the Jordan terrace; the Jordan guesthouse, Wildwood, overlooks peaceful woods with mountain views.

REWARD OFFERINGS

PRIVATE TASTING WITH HORS D'OEUVRES

Partake in a private food and wine tasting of Jordan Russian River Valley Chardonnay and Alexander Valley Cabernet Sauvignon, as well as our Estate Extra Virgin Olive Oil. Guests also taste a library vintage Cabernet Sauvignon selected from our cellar—all paired with hors d'oeuvres created by Executive Chef Todd Knoll.

Silver: \$50 + 1,800 points

Gold: \$25 + 1,500 points

Platinum: \$25 + 1,200 points

HARVEST LUNCH

Experience Jordan Harvest Lunches, an annual feast celebrating the grape harvest. Hosted for six weeks in September and October, our chef's family-style winery luncheon on the terrace showcases the bounty of our garden paired with Jordan wines. Harvest Lunch menus change daily and feature the freshest ingredients.

Silver: \$50 + 1,800 points

Gold: \$25 + 1,500 points

Platinum: \$25 + 1,200 points

CASUAL WINE COUNTRY LUNCH

A quintessential way to experience the Sonoma County lifestyle, this private lunch, served on our terrace under towering oak trees, features seasonal fruits and vegetables from our garden, as well as an entrée salad, charcuterie and artisanal cheeses—all paired with Jordan wines. Your experience also includes a tour of either the Jordan Estate or the Winery Chateau, hosted by a knowledgeable Jordan staff member.

Silver: not available

Gold: \$50 + 2,000 points

Platinum: \$50 + 1,000 points

FORMAL LAVISH LUNCHEON

Enjoy our executive chef's inventive cuisine with this four-course luncheon, featuring seasonal ingredients from our garden and local farms in Sonoma County prepared with a combination of traditional French and modernist cooking techniques. Served on the terrace or in our dining room, your lunch will be paired with a selection of Jordan wines and also includes a private, behind-the-scenes tour of either the Jordan Estate or the Winery Chateau, hosted by a knowledgeable Jordan staff member.

Silver: not available

Gold: \$75 + 2,000 points

Platinum: \$75 + 1,000 points

SUNSET SUPPER AT VISTA POINT

Enjoy our dinner parties with a view at Vista Point, the highest hilltop on the Jordan Estate. A welcome reception will be followed by a seated, multi-course meal overlooking the vineyards—all paired with Jordan wines and panoramic views of Northern Sonoma County's rolling hills and mountains.

Silver: \$150 + 3,000 points

Gold: \$100 + 3,000 points

Platinum: \$100 + 2,000 points

* All prices and points listed are per person.





STARLIGHT SUPPER

Gastronomy meets astronomy with an exciting new dinner experience under the starry sky. Hosted on the Winery Chateau lawns, this new event features a four-course dinner by our chef, showcasing the bounty of our garden and local purveyors paired with a selection of Jordan vintages. This special evening includes live entertainment and expert-guided stargazing with telescopes during the spectacular Perseid meteor shower.

Silver: \$150 + 3,000 points

Gold: \$100 + 3,000 points

Platinum: \$100 + 2,000 points

VALENTINE'S DINNER

Savor a romantic dinner in the Jordan dining room with your sweetheart and fellow members. The evening features a Champagne reception and seven courses paired with multiple vintages of Jordan wines. A wonderful way to experience the exclusivity of dining in our French-inspired Winery Chateau while socializing with friends old and new.

Silver: \$295

Gold: \$175 + 3,000 points

Platinum: \$175 + 2,000 points

A DECADENT DINNER

Indulge in a private four-course dinner in Jordan's stately dining room, overlooking the Winery Chateau's oak casks. Our executive chef will take you and your guests on a sensory journey, showcasing the freshest ingredients from Jordan's garden and local farms in Sonoma County through both classic French and modernist cooking techniques. Your meal will be paired with a selection of Jordan wines carefully chosen by our sommelier and chef.

Silver: not available

Gold: \$100 + 3,000 points

Platinum: \$100 + 2,000 points

A NIGHT AT THE ESTATE

Experience wine country hospitality at its finest with an overnight stay in one of our luxurious guest accommodations. In addition, choose from a private Winery Tour & Library Tasting or tickets to our *Christmas at Jordan* or *Spring at Jordan* event. A driver will provide transportation to and from the nearby town of Healdsburg for the evening. Overnight stays have two price tiers: November through April (off season), and May through October (high season).

Silver: not available

Gold: \$100 + 5,000 points (off season); \$100 + 10,000 points (high season)

Platinum: \$50 + 5,000 points (off season); \$50 + 10,000 points (high season)

** All prices and points listed are per person.*

Already a Jordan Estate Rewards member?

*See your membership level
and available rewards by visiting our
member login at jordanwinery.com/rewards.*

THE Thrill of the Chill

NIGHT HARVESTING CHARDONNAY

By Winemaker Rob Davis

It is 3 a.m. on a chilly September morning, and while most of the rest of the country is sleeping, I am out in the vineyards. My hands are tucked in warm gloves, I have my heavy coat bundled up to my neck, and I'm studying our Chardonnay grapes with a flashlight, the golden fruit glistening in the cold air.

All around me, vineyard workers are picking fruit, lined up like soldiers along the dirt paths amid the acres of vines waiting to be plucked. It is hard work, since only perfect grapes are to be gleaned from the thousands of dangling clusters. One long-time Alexander Valley grower says the best pickers are able to tell the sugar content simply by the stickiness on their hands; a skilled harvester can pick up to a ton and a half of fruit in a shift.

Since 2000, Jordan has focused on night picking our Chardonnay. When I first started the nocturnal program, our team scratched their heads. Most thought I simply liked working in the dark, but really, it's all about temperature. Picking Chardonnay when the fruit is cold has many benefits, from better flavors to, surprisingly, happier workers.

Now, night harvesting is embraced as the best way to harvest Chardonnay, with many of the finest wineries around the world doing it.

Often, we start around midnight, working toward that sweet spot of 3 or 4 a.m. when the Russian River Valley temperatures are at their coldest. We like our fruit to be around 45 to 55 degrees for the highest quality juice. Picking the fruit can continue when the sun comes up, as long as Mother Nature cooperates with cold, foggy weather into the morning.

During harvest, I camp on the hill above our crushpad, climbing into my sleeping bag and tracking the temperatures. I can actually feel the dramatic dip like a jolt of energy as cold, brisk air creeps in—even after all these years, it is still exhilarating.

Jordan Russian River Valley Chardonnay grapes
harvested on an early morning in September.





WHY NIGHT TIME IS THE RIGHT TIME

IT PRESERVES THE PURITY OF THE FRUIT

Keeping grapes cold protects the delicate flavors, skins and pulp. Heat can “cook” fruit and make it flabby, destroying important acidity and softening pulp so the fruit tastes “fat.” By picking when fruit is chilled, we keep it clean and fresh. You can taste the difference in the juice even before it’s made into wine—it’s crisp and rich and dances on the tongue.

IT SHOWCASES BALANCED FRUIT FLAVOR

Many California Chardonnays tend to be ripe, full-bodied and buttery, with higher alcohol levels. But Jordan Chardonnay’s style is Burgundian, highlighting complex fruit, notes of earth and minerals, and a crisp, lively character boasting Fuji apple and citrus flavors. Cold temperatures keep acidity higher, minimize phenolic extraction of the skins and keep astringency in check. Warmth also changes the sugar composition of grapes, and can promote undesirable wild yeast fermentation. Higher sugar levels lead to the higher alcohols that Jordan avoids. By picking chilled, the resulting wine is fruit-forward but elegantly balanced, showcasing stone fruit nuances and vibrant acidity.

IT’S GOOD FOR THE VINEYARD TEAM

In the beginning, it was a bit of challenge to recruit night picking crews. Working at night was a novel idea, and it took some convincing for vineyard workers to change their ways.

All our Chardonnay grapes are picked strictly by hand, making it extremely hard, meticulous work. Although the Russian River Valley may get cold at night, the days can be very warm, and the crew quickly realized the benefits of not laboring through hot, sunny days. Pickers were able to work faster, and they’re also paid higher wages for working at night.

IT MAXIMIZES WINERY EFFICIENCY

Jordan uses just one hopper to receive grapes and send them to crush. And sometimes our Chardonnay and Cabernet Sauvignon harvests overlap. Our Cabernet grapes like warmth—it brings the rich, silky Bordeaux style that is the hallmark of Jordan Cabernet Sauvignon. We harvest and manage the Chardonnay grapes through the night, then switch to the Cabernet grapes during the day. Interestingly, picking the grapes when they’re cold saves energy, because they don’t have to be mechanically pre-chilled before they’re crushed.

IT’S FUN

There is something magical about being awake in the wee hours, when the rest of the country is so still and quiet. We attach lights to a tractor, and move swiftly through the dark vines. I have an amateur interest in astronomy, and I enjoy staring up at the sky and counting the stars. If we have a full moon, it makes night harvest even more special.

TRAVELING WITH JORDAN

WHILE YOU'RE HERE



OUR TOP 20 THINGS TO DO IN SONOMA COUNTY

Living in a culinary vacation destination has more than its fair share of perks when it comes to food, drink and scenery. Here are some of our staff's favorite insider tips for your wine country bucket list.

Sip espresso martinis during the afternoon at Rustic restaurant's bar at Francis Ford Coppola Winery in Geyserville. - *John Jordan*
francisfordcoppolawinery.com

Bring your favorite bottle of wine and a blanket to a concert on the sweeping lawn of the new Green Music Center in Rohnert Park. - *Sean Brosnihan, Guest Services*
gmc.sonoma.edu

Order a Barlow Fizz at Spoonbar's open-air bar in downtown Healdsburg. - *Lydia Stafford, Guest Services*
spoonbar.com

Watch sunset at the Lake Sonoma Overlook with a bottle of crisp white wine and Laura Chenel goat cheeses. - *Regina Sanz, Marketing*
russianrivertravel.com

Enjoy the Venetian Breakfast at Graton's cozy Willow Wood Market Café. - *Claire Smith, Guest Services*
willowwoodgraton.com

Get a facial and sip herbal tea in the tranquil gardens of Osmosis Day Spa in Freestone. - *Nitsa Knoll, Hospitality & Events*
osmosis.com

Imbibe a tasting flight at Spirit Works Distillery in Sebastopol's Barlow district. - *Drew Ross, Marketing*
spiritworksdistillery.com

Attend the Russian River Beer Revival and BBQ Cook Off in August, hosted on the banks of the Russian River. - *John Duckett, Winemaking*
stumptown.com/revival

Bike the Alexander Valley on a quiet Sunday morning, ending up at Jimtown Store for a sandwich and a beer. - *Rob Davis, Winemaking*
jimtown.com

Start a long day of wine tasting with a plate of Chilaquiles at El Molino Central in Sonoma. - *Whitney Beery, Guest Services*
facebook.com/elmolinocentralsonoma

Have a Dictator pizza (only on the dinner menu) in the backyard patio at Diavola Pizzeria & Salumeria in Geyserville. - *John Jordan*
diavolapizzeria.com

Drive to the coast and have a light lunch at Hog Island Oyster Farm's waterfront picnic area on the Marin County border. - *Lisa Mattson, Marketing*
hogislandoysters.com/visit

Experience the peace and beauty of wine country with Yoga Hike Sonoma. - *Lori Green, Marketing*
meetup.com/yogahike-sonoma

Play shuffleboard while enjoying \$7 drinks at Healdsburg's dive bar, John & Zeke's. - *Maribel Soto, Guest Services*
yelp.com

Mingle with the locals at Café Lucia in Healdsburg during Oyster Hour. Fresh oysters are \$1 and glasses of sparkling are \$5 from 5 to 6 p.m. daily. - *Todd Knoll, Culinary*
cafelucia.net

After a hike at Goat Rock Beach, stop for Sonoma's best fish and chips (made with local rock cod) at The Boat House, just north of Bodega Bay. - *Pat Fallon, Winemaking*
yelp.com

Indulge in a "plate of a thousand fries" and a glass of bubbly at Bistro Ralph on the Healdsburg square. - *Carrie White, Guest Services*
bistroralph.com

Relax on the hidden patio at Mateo's Cocina Latina in Healdsburg, sipping rare tequilas paired with hamachi ceviche. - *Maribel Soto, Guest Services*
mateoscocinalatina.com

Drive to the coast on Sunday morning for fried chicken and waffles at Rocker Oysterfeller's in Valley Ford. - *Sean Brosnihan, Guest Services*
rockeroysterfellers.com

Try an affogato with maple cornflake ice cream at Noble Folk Ice Cream and Pie Bar in Healdsburg. - *Maggie Kruse, Winemaking*
thenoblefolk.com

WHILE YOU'RE THERE

OUR FAVORITE SPOTS AROUND THE COUNTRY

Selling Jordan wines means lots of frequent flyer miles and cities that feel like second homes to our sales team. Here are some of our staff's top picks for where to eat, drink and enjoy the local culture both in their backyards and on the road.

CHRIS AVERY, National Sales Director

Home: Boulder, Colorado

Hike the Royal Arch trail in the morning then offset all the burned calories with a patio visit to one of my favorite restaurants, such as L'Atelier, Brasserie Ten Ten or The Med.

alltrails.com

boulderdowntown.com/dining

On the Road: New York, New York

Spend a few hours strolling through Manhattan's Upper East Side: walk Central Park, take in the elegant Western European art at The Frick Collection, and discover local boutiques around Lexington and Third avenues.

frick.org

NICK LITERSKI, Western Sales Director

Home: Boise, Idaho

Visit my favorite wine bar, BodoVino, and enjoy their extensive selection of wines paired with local artisanal cheeses and meats.

bodovino.com

On the Road: San Francisco, California

Spend an afternoon eating and drinking your way through the Ferry Building. Whether enjoying fresh oysters at Hog Island or the cured meats at Boccalone, the culinary cornucopia of the airy market pairs well with a glass of Burgundy or an IPA.

ferrybuildingmarketplace.com

BRAD BUTCHER, Central Sales Director

Home: Chicago, Illinois

Explore Chicago on the Architecture Foundation's River Cruise, learning about the buildings that shape this great city.

architecture.org/rivercruise

On the Road: San Antonio, Texas

Savor a barbecue feast at The Granary. If I had to choose a last supper, it would be the brisket ramen and a side of Texas toast with barbecue butter. Wash it down with one of their seasonal house brews then spend the evening walking it off on the River Walk.

thegranarysa.com

thesanantonioriverwalk.com

EMMANUEL PADILLA, Southeast Sales Director

Home: Richmond, Virginia

Experience happy hour at Rappahannock Oyster Co. with two dozen Chincoteague oysters (pulled from the bay hours before shucking) and a bottle of Puligny-Montrachet.

rroysters.com

On the Road: Charleston, South Carolina

Roam through downtown Charleston enjoying a moveable feast. Begin with a half bottle of Krug Champagne and a bucket of truffled popcorn at the legendary Charleston Grill, before strolling up King Street for a carnivorously decadent dinner at the historic Hall's Chophouse. Save room for fresh, addictive desserts at Kaminsky's Baking Co., a short walk from your starting point.

charlestongrill.com

hallschophouse.com

kaminskys.com

ASHLEY CESARIO, Northeast Sales Director

Home: Boston, Massachusetts

Take the ferry to a beach on Martha's Vineyard, bring paints, a canvas, a bottle of Domaine Vacheron Sancerre Rose and Island Creek Oysters to inspire your artistic side.

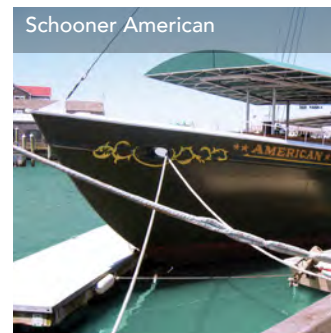
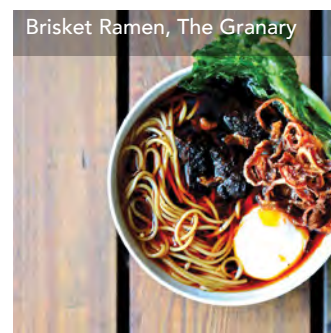
islandcreekoysters.com

On the Road: Cape May, New Jersey

Ride a bike to The Lobster House for lunch aboard the Schooner American sailboat, serving local seafood specialties on the water. Take photos of the Cape May lighthouse on the ride back to Congress Hall, America's oldest seaside resort, before enjoying an Oxley gin martini in the Boiler Room, the resort's hidden nightclub.

thelobsterhouse.com/schooner-american

caperesorts.com



TOURS *and* TASTINGS

Tucked into the Alexander Valley's rolling hills just five miles north of Healdsburg, Jordan Vineyard & Winery welcomes guests by appointment for three distinctive tours and tastings. From a tasting in our private library to a tour through our iconic chateau or an epicurean excursion across the Jordan Estate, there is something for everyone to enjoy. Reservations are required due to the intimacy of the experiences.

RESERVE YOUR SEATS AT JORDANWINERY.COM/VISIT

ESTATE TOUR & TASTING

\$120 per guest, 3 hours

Journey beyond the walls of the Winery Chateau for a guided tour of the 1,200-acre Jordan Estate—vineyards, vistas, chef gardens and more. You'll ride in style to remote destinations where you'll explore Sonoma County wine and food in the countryside where they're grown.

WINERY TOUR & LIBRARY TASTING

\$40 per guest, 1 hour 30 minutes

Explore the architectural splendor of the iconic Winery Chateau that has defined Jordan for four decades. Walk the cobblestone terrace and pass through the oak tank room, before a seated tasting of Jordan wines with hors d'oeuvre pairings in our private library.

LIBRARY TASTING

\$30 per guest, 1 hour

Discover the grandeur of the Winery Chateau with a seated tasting in our private library. The Jordan history and winemaking philosophy comes to life through an intimate tasting of Jordan Chardonnay and Cabernet Sauvignon with an artisan cheese pairing.





REFLECTIONS

“Ten years ago, I walked into Rob’s office as the new CEO. At the time, it was very fashionable to make a reserve wine, and I was under pressure from our National Sales Manager and some distributors to produce a second bottling. The notion of a Jordan reserve was disconcerting to me because the Cabernet Sauvignon we have crafted for decades has always been our best effort. At the same time, Rob and my dad had a long running debate about using more estate fruit versus sourcing more from nearby growers. Rob told me he believed he could improve upon the wine, but only with some changes in vineyards and barrels. I decided to give Rob the opportunity to prove his point. Two years later, we tasted what became known as the Jordan ‘Super Blend,’ a Bordeaux-style blend of Cabernet Sauvignon, Merlot, Petit Verdot and Malbec made from our top grower vineyard blocks. Modeled after the style of a Saint-Julien, the wine was crafted using small-batch production methods and aged in the finest French oak barrels. It was magnificent. I told him that I wished all Jordan could taste like this. Rob said that he could make it happen, but only if I gave him the freedom to source the best grapes and the best barrels—and wait about five or six years to fully realize the vision. It’s exciting to look back on this decade and see that we’ve just arrived at our destination.”

— John Jordan

Jordan[®]

JORDAN VINEYARD & WINERY

1474 Alexander Valley Road • Healdsburg, CA 95448

800.654.1213 | info@jordanwinery.com

We welcome guests for Tours & Tastings by appointment.