



Jordan®

ESTATE TALES

volume 8 • 2013

**UNLOCKING THE
FAMILY CELLAR**

FOOD FOR THOUGHT

PURSUIT OF PASSIONS

**SPRING
RELEASES**
and more...

JOHN'S WELCOME



EVERY SEASON OF THE YEAR, THERE'S ALWAYS SOMETHING NEW HAPPENING AT JORDAN VINEYARD & WINERY.

The year 2012 was a big one for Jordan and for me personally, as both the winery and I turned 40 on the same day. Most people dread entering their 40s, but I was able to approach the occasion with high spirits. It also helped to have many of our dear friends and loyal fans join in the celebration and make it memorable.

There were other reasons to celebrate last year. As you'll read in the letter from Winemaker Rob Davis (page 5), the 2012 harvest was arguably the best in the winery's history, and we're all excited to taste the wines that will result. We also were happy to celebrate a special honor in 2012: our blog won Best Winery Blog at the 2012 Wine Blog Awards in Portland.

In this issue of *Estate Tales*, you'll discover how wine and hospitality are businesses of passion, as we share stories about our pursuit of winemaking greatness and exceptional hospitality.

First, in the "New & Notable" section (page 6), we'll spotlight some of our most exciting news stories of the year, including our new solar arrays and several additions to our culinary team's "farm." Our special feature, "Unlocking the Family Cellar" (page 8), is based exclusively on our special 40th anniversary tastings and offers up reflections on wines that span four decades.

Next, we'll look at Jordan's culinary program headed up by Executive Chef Todd Knoll, and give you a behind-the-scenes look at all of the planning and preparation that goes into the Lunch for Four we offer to Jordan Estate Rewards members (page 14).



We're proud of the wines and wine accoutrements available for purchase through our Chateau Boutique, and we present you some of the best of the best on page 24. In this issue we also are rolling out a new feature, titled "Stories that Linger" (page 28). Here, we'll share stories of life-changing moments guests have had with us at Jordan. Over the years, the winery has been at the heart of many inspiring stories.

Finally, as most of you know, we're big into technology and gadgetry at Jordan, so we asked National Sales Director Chris Avery to share his must-have travel gadgets for 2013 on page 32.

There's always something new happening at Jordan, even though our passion for hospitality, attention to detail and commitment to wines of balance never wavers. On behalf of the entire Jordan family, we look forward to sharing these passions with you.

Sincerely,

John Jordan
CEO

volume 8
2013

Jordan
ESTATE TALES®

PURSUIT OF PASSIONS

Making room for passions in life "outside the glass" defines John Jordan's lifestyle and the Jordan company culture. John shares hobbies and passionate pursuits that balance his hefty diet of food, wine and hospitality.



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JORDAN ESTATE REWARDS

Intimate experiences and exclusive guest privileges available only to our members—from overnight stays and luncheons to private tastings, bass fishing and cooking demonstrations.



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Matt Armendariz, Lincoln Else, John Bonick,
Damon Mattson, Brian Baer, George Rose,
Erin Malone and Lisa Mattson.

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ROB'S WELCOME



Winemakers dream of vintages like 2009, 2010 and 2012. They're the best I've seen in four decades.

2012 proved to be special to me in a multitude of ways. It began with the 40th anniversary celebrations, where I was able to dig into the family cellar and pull some very special vintages from the last four decades to share with our Jordan fans across the country. This led to an incomparable 2012 vintage harvest—the best I've seen in 37 years, and culminated in the first uncorking of our 2013 releases, which have been patiently waiting in the cellar for that pinnacle moment when the bouquets are elevated and flavors are integrated to perfection.

The 40th anniversary also gave me a wonderful opportunity to reminisce about each past harvest, winemaking hurdle and vintage nuance. I'm excited to share with you my personal notes from those retrospective tastings (page 11), so you have the opportunity to "peek inside" the bottle before deciding whether or not to pull one from your cellar or purchase one from our extensive library.

The celebration continued as the 2012 harvest came in and surprised us all. We weren't necessarily surprised by the quantity; we were surprised by the quality. Cluster counts (the number of clusters we harvested) were similar to what we saw last year. Cluster weight—or how much fruit hung on each of the clusters—was high. Overall, we ended up getting 22 percent more fruit this year than we had 2011. That means we ultimately will produce a little more Jordan Cabernet Sauvignon than usual. And let me tell you: This fruit tastes and smells great. It's going to be a showstopper.

Now that 2012 is in barrel, we get the pleasure of sharing our newest releases with you. I think you will have a lot of fun with these wines.

The 2009 Jordan Cabernet Sauvignon reminds me of a great symphony—it hits all the right notes. Clearly the direction John Jordan has taken with our enhanced fruit sourcing since his arrival in 2005 is paying enormous dividends. We have dreamed about making a wine like the 2009 for so long; we are ecstatic.

The 2011 Russian River Chardonnay is wonderful in different ways. It's all about apples, stone fruits and flowers—fresh and lively, with good minerality. In that sense, the wine is very simple; consistent with how frugal Mother Nature was that year and representative of how we triumph over challenges to deliver the consistency and elegance that Jordan is known for.

I'm delighted to say that the commitment to quality the Jordans and our winemaking team have lived by since the inaugural 1976 vintage is firmly intact and will continue to guide us for years to come.

Cheers,

Rob Davis

Rob Davis
Winemaker



NEW & NOTABLE

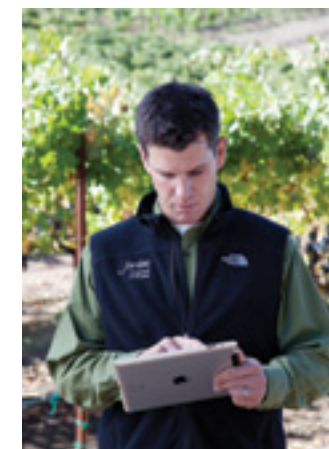


Jordan Estate is now Fish Friendly Farming certified. A program recognizing agricultural properties that are managed to restore fish and wildlife habitat and improve water quality, FFF also bestowed Jordan with its “light touch” award for our gentle approach to sustainable farming practices. Learn more at fishfriendlyfarming.org.



Our first-annual Jordan Estate Rewards appreciation event was held last July. John Jordan hosted 100 guests to an afternoon barbecue at his private hangar. View event photos at blog.jordanwinery.com/2012/07/summer-barbecue.

Jordan was the first winery to be profiled by Apple, Inc. for our use of iPad tablet technology throughout the company. View our video profile at apple.com/ipad/business/profiles/jordan.



The Jordan family of farm animals continues to grow. Our newest addition, 11 Black Australorp chickens—known as exceptional layers of brown eggs—will supply our chef with estate-raised eggs for pastries, desserts and other Jordan culinary creations.

A heartfelt thank you to all our friends who raised a glass in honor of our 40th anniversary in 2012. Explore photo and video galleries featuring Jordan family history and events at jordanwinery.com/40.

After focusing on reducing energy consumption for six years, Jordan Vineyard & Winery completed installation of an American-made, solar photovoltaic array in June 2012. The solar power generated has reduced our utility bill by 99% with CO₂ offsets equivalent to planting nearly 8,000 trees to date. View our environmental impact in real time at jordanwinery.com/estate/sustainability.



Director of Hospitality & Events Nitsa Knoll, who creates all the floral arrangements for Jordan events, now sources gorgeous flowers from the Jordan Estate. Two dozen varieties of flowers and succulents have been planted in Jordan's first cutting garden, located next to our fruit tree orchard below the winery.

Our blog, The Journey of Jordan, was named Best Winery Blog at the 2012 Wine Blog Awards. Visit blog.jordanwinery.com for a behind-the-scenes look at Jordan winemaking and hospitality.

Jordan achieved two high rankings in the *Wine & Spirits* 24th Annual Restaurant Poll: #1 Most Popular Cabernet Sauvignon and #5 Most Popular Wine Brand on U.S. restaurant wine lists.

Beekeeper has been added to the list of staff titles at Jordan. After years of letting a local beekeeper place hives near our Petit Verdot vineyards, our culinary staff has decided to begin making Jordan honey, which will be enjoyed by our overnight guests with breakfast.

Greg Miller has joined the Jordan family as Director of Wine, bringing more than 15 years of experience in wine service, education, viticulture and winemaking to the new position. Learn more about Greg's journey at jordanwinery.com/people.

To commemorate 40 years in 2012, John Jordan hosted Giving Back at Jordan, which raised funds for Muttville Senior Dog Rescue, Meals on Wheels of San Francisco and Spark Program. View our photo gallery at jordanwinery.com/40.



UNLOCKING THE FAMILY CELLAR

REFLECTIONS ON FOUR DECADES OF CABERNET SAUVIGNON

By Greg Miller

Every bottle of Jordan Alexander Valley Cabernet Sauvignon carries with it a distinctive story of place and time. The wine inside is a true expression of the grape variety, the soils the vines are rooted in, the climatic conditions of the growing season, and the many contributions of every individual involved throughout the winemaking process. Sealed with a cork, a portion of these time-capsuled stories—dating back to the inaugural 1976 vintage—have been aging in the Jordan cellar. This cellar is kept separate from the tiny quantities of library vintages set aside for our Jordan Estate Rewards members—it’s a handful of bottles from every vintage ever produced, tucked away under ideal storage conditions for historical purposes. Bottle after bottle, the collection has evolved into an extensive estate library with size formats ranging from the standard 750mL bottle to the 6 liter imperial representing each vintage. Pulled from the depths of the cellar, several treasured vintages were dusted off and shared again at Jordan Winery’s 40th anniversary retrospective tastings in 2012. Serving and tasting these wines was an enlightening experience, one worth sharing with those who enjoy a well-aged bottle of Cabernet Sauvignon.

Interestingly, the original vision for Jordan Cabernet Sauvignon was to make an elegant wine for immediate enjoyment—ageability was an afterthought. The Jordans wanted to be the first to produce a fruit-forward California Cabernet Sauvignon with silky tannins that

could be enjoyed in its youth—not a wine defined by rugged tannins that required a decade in the cellar before being ready to drink, which was the primary style of Cabernet Sauvignon being crafted in neighboring Napa Valley in the 1960s. With that first vintage, the Jordans took a big risk; no one in California was producing wines that focused on balance between fruit, acid and tannins to such great extent. Clearly the risk paid off, as each of the vintages at the 40th anniversary retrospective tastings, from the barrel samples of 2010 back to the inaugural 1976, beautifully showcased the Jordans’ original vision and demonstrated the wines’ magical ability to age gracefully for decades.

Simply observing the intensity of focus throughout the retrospective tastings, one could almost identify which vintage a guest was enjoying. Whether it was a gentle closing of the eyes while savoring the delicate aroma of the 1976, or the hollow sound of a taster drawing air through the palate of the 2008 to further release its youthful fruit and tannin structure, the experience was captivating for all. The wines from ’76 to ’79 were fragile, but hauntingly intact in component structure. Those of the ’80s vividly told the story of the dramatic temperature fluctuations from one year to the next, leading to some vintages that are soft and bashful and others bold and expressive. Every vintage of the ’90s was a crowd pleaser, with the later years still holding on to some of that youthful fruit, and the more mature doing a bit more intermingling with the hints of dried tea, tobacco leaf and black truffle. From the vintage 2000 on, it was almost as if they were just released, as they were energetic with youthful fruitiness, acidity and tannin structure.

PRESERVING A TASTE OF HISTORY

Caring for these older vintages has become a passion project for the Jordan staff, and having the opportunity to share them is rewarding. With one of the most extensive estate libraries of Cabernet Sauvignon in California available to the public, our library wine program has been developed to control and protect the collection. The Jordan team annually tastes through the library’s wines to evaluate each vintage’s aging characteristics and how they evolve with time. From the results of these annual tasting sessions, vintages from our library are selected based on drinkability and made available for others to enjoy immediately or to continue aging in their cellars. The opportunity to taste wines from the 1970s and 1980s is quite rare due to minuscule bottles remaining in our cellar. Besides these historical anniversary tastings, which occur every 10 years, our Retrospective Tasting with our Winemaker for Two, offered exclusively to Jordan Estate Rewards members for 15,000 points, is the only event, hosted every other year, to give members a glimpse into these older wines.

CONSTANTLY EVOLVING IN BOTTLE

Any wine worthy of aging requires balanced components of acidity, tannin structure and fruit expression. To quote André Tchelistcheff, the legendary enologist who worked alongside Jordan Winemaker Rob Davis until 1993, “Only wines of balance age.” An interesting observation about these balanced wines capable of cellaring, like the Jordan Cabernet Sauvignon, is that they are absolutely fabulous in their youth as well, for exactly the same reason. With balance comes harmony, and with harmony comes elegance and finesse, regardless of age.

In its youth Jordan Cabernet displays a beautiful perfume-like aromatic quality of blackberry, cherry, red currants, plum, and violets backed by a hint of vanilla and baking

spices influenced by its time in barrel. The mouthfeel carries a lively youthfulness with seamlessly balanced acid and tannin components. The fruity aromatics of the wine at this stage derive directly from the grape variety (primary aromas) and are also generated during the fermentation process (secondary aromas). The perfume and floral characters are also secondary aromas caused by the production of esters, which deliver mind-boggling variations in aroma perception. The flavor and aroma contributions of the oak barrels, while present early on, are considered tertiary aromas as they are developed during the aging process. In a standard 750mL bottle, these characteristics will persist through the first seven to ten years of the wine’s drinking life starting from the vintage date printed on the label. The majority of all wines, whether built for aging or not, are consumed toward the front end of this primary phase.

As the wine further ages in bottle, the fruity aroma characteristics of its youth will begin to give way to additional aging components of dried tea and sweet tobacco leaf, cedar and baking spices. The already silky texture of the wine becomes even softer and more supple on the palate as tannins fall out of solution as sediment to the bottom of the bottle. From 8 to 13 years from the vintage date, the primary and secondary characteristics intermingle and form a layered complexity that many refer to as the coveted “sweet spot.” The sweet spot is when most winemakers and collectors prefer to drink their cellared wines.

Toward the tail end of the sweet spot, the bottle-aging aroma characteristics, also referred to as a wine’s bouquet, will begin to dominate on the nose and palate, and the tannins will continue to soften. If the acid, fruit and tannin components were balanced at the time of bottling, chances are that with proper cellaring, they will soften together and remain balanced.

While wines 20 to 30 years old could seem quite foreign to a novice, many wine aficionados cherish wines of this maturity, as the experience is truly one resulting from integrity and patience in the cellar; it is after all, a time capsule.



The aging process occurs regardless of bottle size. Whether cellaring a regular-sized bottle (750mL), 1.5 liter (magnum), 3 liter (double magnum) or 6 liter (imperial), it is simply the rate of the aging process that differs. The slow, minute oxygen exposure, enabled by the porous nature of high-quality cork closures, is what enables the aging characters to develop over time. While wine volume increases with the larger bottle sizes, the interface surface area between the wine and cork where the tiniest amount of oxygen is allowed remains relatively constant; thus, the larger the bottle, the slower the aging process. This larger bottle format may be a good choice for those looking to hold on to the wine's primary fruity characters for a longer period, or for those seeking a slower integration between the wine's components over time for it to develop even more layers of complexity.

SERVING CELLARED WINES

Proper service and storage of vintage wines is always a leading topic of discussion when tasting through these library selections. Storage conditions in the cellar should be cool, humid and dark. An ideal cellar temperature range is 56-58°F. While slight fluctuations above or below will likely not be detrimental to the wine, the more the temperatures remain consistent within this range, the less likely it is that any instabilities will result. Relative humidity should be kept above 70 percent to keep the cork from drying up and shrinking, a situation certain to quickly turn wine into vinegar. With the relative humidity of the cellaring conditions kept above 70 percent, the cork will draw the ambient moisture towards it, thus keeping it moist and fully expanded. In addition, the bottle should be kept resting

on its side, keeping the wine in contact with the inner side of the cork for the same moisture reason. Lastly, the cellaring conditions should be dark, or at least free of ultra-violet rays. Exposure to UV rays could lead to the deterioration of the same components responsible for everything great about the wine.

Wine service recommendations for decanting may vary from person to person as much as bottles vary in flavor from one vintage to the next. While there are no rules, there are perhaps a few differences in why and for how long wines of different maturity should be decanted. In youthful wines in which tannins have not yet begun to fall out of solution as sediment, decanting is purely for aeration purposes. As the wine is slowly poured into the decanter, the wine surface area increases as it bleeds around the inside of the vessel, exposing it to a greater amount of oxygen than if simply poured into a glass. The increased oxygen will likely enhance the aromatic qualities of the wine and create a softer, fuller mouthfeel. Bottles of Jordan Cabernet within 10 years of the vintage date will continue to increase in complexity for hours in a decanter. With mature bottles, decanting is performed to both aerate and to remove the wine off of the developed sediment. Due to the increasing structure delicacy in the older vintages, however, a shorter decanting period is recommended, as too much oxygen at this point could break down the wine's elegance and balance.

With all of that said, decanting is certainly not a requirement; the masculine shoulders of the Bordeaux bottle were designed to catch sediment, and a little time and a few swirls in the glass will bring in plenty of complexity-increasing oxygen. The only important thing is to enjoy the wine—and the moment.

CELLAR TASTING NOTES

During our 40th anniversary celebrations, Winemaker Rob Davis (*pictured left*) was delighted to find many older vintages from all four decades of our history still full of life. Here are his tasting notes.

1977–1979 (6 liter bottles)

Three and a half decades later, the benefits of aging in large bottle formats are certainly showcased in the first vintages of Jordan Cabernet Sauvignon we bottled in 6 liter: '77, '78 and '79. Demonstrating a rare combination of drinkability and longevity, wines poured from the 3 liter and 6 liter bottles exude a mature, delicate and harmonized tertiary aromatic character of toffee, dried cherry, tea leaf, sweet tobacco, herbs and cedar. Still in balance, the acidity retains life on the palate and the remaining tannins are silkier than ever—a testament to André's philosophy of wine's ability to age. There is much more to these wines than captivating aromatics and a sensational mouthfeel; each pour drips of memories and the original inspiration that continues to drive us today. 1979 in six liter was the showstopper. Its layers of cherry fruit and lively acid backbone amazed us all.

1980

With dramatic variations in climatic conditions from one year to the next, Jordan Cabernet Sauvignons from the '80s display a range of expression, from clearly Californian to more reminiscent of a Left Bank Bordeaux. The 1980 vintage is showing a maturity similar to those of the late '70s in which the young fruitiness has given way to the dried fruit, leather and tea-leaf characters of a wine that has passed its sweet spot but still carries the balance of acidity and tannin structure to be enjoyable for those who appreciate an aged wine. This wine should be decanted off of its sediment but no breathing time is necessary.

1999

While the sediment in the bottle is evidence of maturity in the '99 vintage, the deep garnet color in the center of the glass reveals that this vintage is not over the hill. Dried versions of the cassis and black cherry primary fruit characteristics with a hint of vanilla oak remain on the nose, intermingling with the attractive bouquet of tea leaf, sweet tobacco, leather and autumn spices. A lively acidity balanced by a firm tannic backbone carries the whole experience through the very long finish. Holding onto the fruit aromatics, the 1999 is still in its prime. While it will continue to be enjoyable to those who appreciate an aged wine, the characteristics developed through bottle aging will likely dominate the fruit aromatics within the next 2-3 years. This wine should be decanted off of its sediment and enjoyed immediately or after an hour or two of breathing.

2002

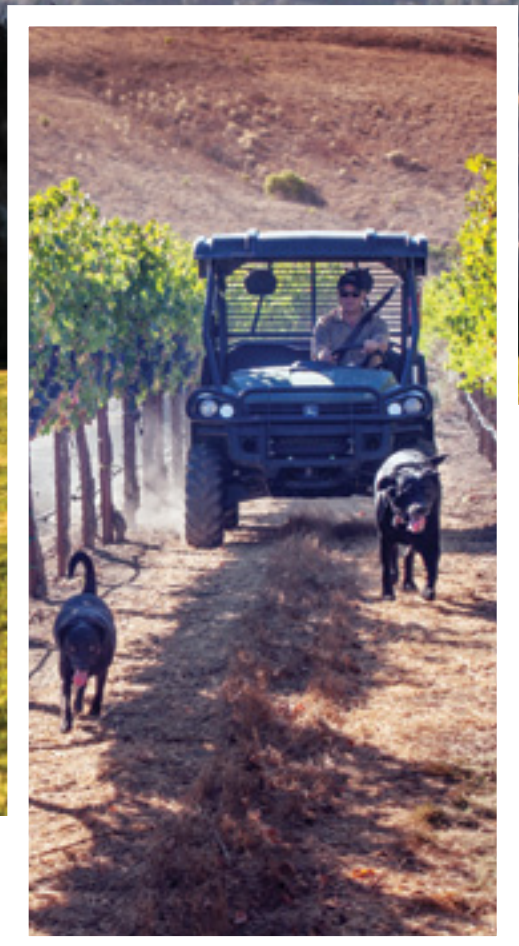
With a deep garnet hue that continues to the rim of the glass, the 2002 vintage has yet to show any convincing signs of aging. The nose is complex and rich with primary notes of blackberry, blueberry, Bing-cherry pie, vanilla and baking spices, which all continue over to the palate where the sharp but precise acidity elevates their expression. The tannins are concentrated and layered showing tremendous depth and roundness—definitely still flexing some muscle. While this wine has not yet hit the balanced sweet spot where the primary fruity aromatics intermingle with the elegant bouquet of bottle age, it's no surprise that this is my favorite vintage of this decade—though 2009 is giving 2002 a run for the money. It is tough not to drink it all up now. Decant the 2002 off of its sediment and enjoy immediately or let breathe for a couple of hours.



These vintages are available for purchase from jordanwinery.com/shop or by calling 800-654-1213.



(Clockwise from top left): John Jordan landing his Piper Cub; hosting Toys for Tots donation drive; fishing on Jordan Lake; and exercising the winery dogs.



A passion for wine and hospitality is a job requirement when working in this business, but making time for other interests in life helps balance a daily “diet” rich in food, wine and hospitality.

By John Jordan

THE PURSUIT OF PASSIONS

The wine industry is filled with passionate people. You have to have a passion for wine and hospitality to succeed as a winery—an unforgettable wine experience is the bond that ties us to our customers for decades. And when you dedicate your life to running a hospitality business that’s pretty much open seven days a week, it’s important to make room in your life for passions “outside the glass.” That idea defines my lifestyle and our company culture.

As much as I am dedicated to the wines of Jordan, my life’s passions and studies have led me in many very different directions, from practicing law and becoming a pilot to starting a foundation to assist those less fortunate. Pursuing different interests and being

one tutoring in four new schools in Sonoma County. We fulfilled a list of wishes from teachers that ranged from field trips for their students to enrichment activities they wanted to add to the classroom curriculum. These donations have been replicated in other parts of the state as well.

The bulk of our work is about remedying the inequality of educational opportunities and career choices that exists in our society. I am fortunate in that being part of a successful brand like Jordan gives me the opportunity to make a difference and try to make the world a better place.

FLYING & FISHING

Beyond my love of wine and giving back to the community, I believe that having a wide range of sporting interests keeps the mind agile. Each of my hobbies appeals to a different aspect of my personality. As an avid pilot, I feed my adventurous side and as a bass fisherman, I remain in touch with my competitive side.

As a child, I loved to build model airplanes, and at age 17, I earned my private pilot’s certificate. It just seemed like a natural extension of the process: If you build enough planes, you will want to sit in a real one. To this day, my wonder for flying has never waned. Soaring over the vineyards lets me see the topography of the grounds differently. It is a completely unique perspective that I enjoy sharing with my family, friends and visitors. It gives me a totally new take on the land below, the change of seasons and the agricultural process. Each time I go up, it’s a new adventure.

Bass fishing is another passion I’ve enjoyed since I was a boy. Jordan Lake has been an integral part of my life, from spending time as a young boy on the lake to being able to share its tranquility with friends and winery guests today; it provides a competitive outlet that’s all about having fun. Challenging friends to a catch-and-release bass tournament is much more relaxing than sitting behind my desk.

ANIMALS

Growing up on the Jordan property, I was always surrounded by a variety of animals—cats, dogs, pigs and even a llama. My mom has a deep passion for all animals, especially dogs that need to be rescued, which quickly rubbed off on me. My first pet was a black Labrador Retriever named Cookie. As most dogs do, Cookie taught me about the true friendship that comes with unconditional love. I have three Labrador mixes now named Nimitz, Bismarck and Rosie that are always by my side, helping me greet winery guests on the weekends and playing throughout the vineyards. They’ve driven my passion to be a supporter of a number of dog rescue programs, including Muttville Senior Dog Rescue, Healdsburg Animal Shelter and the Humane Society. Much to my mom’s pleasure, our family of animals on the property has continued to grow over the years. The Jordan herd of cattle is now up to 22 cows, which rotate their grazing between the pastures next to our gardens and on the back side of the estate. Our first chicken coop is filled with Black Australorp hens, and a flock of sheep will mostly like come next.

My most rewarding days are when I can shake hands with our guests in the lobby, approve a grant for an elementary school teacher in need of supplies, then take a flight over the estate in my Piper Cub, watching the cows graze on a hillside pasture and wild turkeys roam through the vineyards. And if there’s time after a long afternoon of department meetings to catch a bass or two, I’m the happiest guy in wine country.

able to focus on the bigger picture around you is essential to a fulfilling life. Having a wide range of hobbies and goals expands my mind, helps me take a needed break from managing the winery, and allows me to enjoy the Jordan Estate property as my home, not just my business. Since the winery and I both turned 40 in 2012, I’ve dedicated more and more time and thought to the goal of helping others and thinking outside of the box.

PHILANTHROPY

My career has taught me that businesses can’t operate in a vacuum but need to exist within the communities where they are based. We have an obligation to try to make our world a better place to live, so I focus on supporting my community in the Sonoma County area.

It is incumbent upon business owners to make a difference in the lives of their fellow citizens. This past year, I started the John Jordan Foundation to help bridge the educational gap for those less fortunate.

Many of our projects are focused on helping local students access technology and assisting them in achieving their dreams. We provide students with the tools, both technological and educational, to help them improve their scholastic performance and pursue the right opportunities. The idea is to provide them with the skills to become entrepreneurs if they so desire. The foundation has donated iPads to a dozen schools and also helped to launch one-on-



FOOD FOR THOUGHT

THE JORDAN ESTATE REWARDS LUNCH FOR FOUR IS ONE OF OUR MOST LUXURIOUS REWARDS. HERE'S A LOOK HOW OUR HOSPITALITY STAFF MAKES IT HAPPEN.

By Greg Miller

Like Jordan's wine itself, the Lunch for Four offered through our Jordan Estate Rewards program takes time to get right. During my first month at Jordan, I shadowed Executive Chef Todd Knoll and his staff during their preparations for a series of meals. Here's a peek at what I observed.

PRELUDE TO A FEAST

Planning the courses for a formal, multi-course luncheon begins at least three or four days before the meal itself. Chef Knoll usually begins this process by brainstorming a list of dishes that incorporate ingredients that are in season and available. From this list, he comes up with dishes that feature a balance of textures and tastes. Every menu is created from scratch—Chef Knoll loves the freshness and unbridled creativity that comes with conceptualizing new recipes for meals in the Jordan dining room rather than relying on his recipe box.

“Each menu is a snapshot of that day in Sonoma right on your plate,” Knoll says. “It’s cooking for the moment with the freshest ingredients possible, and that meal, that moment, can’t be duplicated.”

Then he hits the drawing board—literally—and sketches out how he envisions each dish should look. A single herb, vegetable or fruit, freshly harvested from the Jordan garden, serves as the “inspiration” ingredient for each course. According to Chef Knoll, the sketches serve a variety of purposes.

“Not only does the process of sketching help me think through each dish and how it’s going to be plated, but the drawing itself lets you see exactly where certain components of the dish will end up on the plate,” he says. “Ultimately this sketch is what all of the other cooks will be looking at to make sure they’ve got the dish right.”

With the sketches in hand, Chef Knoll sets out to recruit his proteins. A recent meal that featured soft-shell crab, for instance, required him to order a bushel from Baltimore, Maryland. When he works with poultry, he sources from one of his local purveyors.

Because Chef Knoll loves to highlight the aromatics and flavors of ingredients, he often cooks *sous vide*, a modernist culinary technique of cooking food in vacuum-sealed pouches at precise temperatures, which requires advance preparation of certain fruits and vegetables. Root vegetables are often pre-cut and seasoned the afternoon before the luncheon event in preparation for their *sous vide* “bath.” *Sous vide* preserves the aromas, flavors and nutrients of fresh ingredients unlike any other style of cooking. It’s also a very healthy cooking preparation, requiring no cream or butter. “You truly taste the purity of the food,” Knoll says.

Meanwhile, Estate Sommelier Pete Yen and the Guest Services staff begin researching vintages that will not only complement Jordan cuisine, but also resonate with the guests personally.

DAY-OF-EVENT PREP

Chef Knoll begins the day of every lunch in the Jordan Estate garden. Sometimes he’ll pick squash blossoms. Other times he’ll pick herbs. He collects this bounty by basket and hefts it all back uphill to the winery kitchen where the organizing and arranging of ingredients—an artful canvas of colors in its own right—begins.

Then, after mise en place, the hard-core preparation gets underway.

“Throughout the process, I am constantly thinking about how best to showcase each individual component of a recipe in its purest form, and in doing so, the entire dish is elevated,” Knoll says.

Depending on the menu, Chef Knoll usually alternates between the grill and the stovetop, often simultaneously juggling dishes on both. Because of his background in Asian and Pacific Island cuisine, Chef Knoll frequently utilizes Japanese Seven Spice, which, he says, brings “a little heat and a little sweetness.” Chef Knoll makes many of his spices in-house, including sea salts and hand-ground rubs that include dehydrated herbs and vegetables from the Jordan garden.



While Sous Chef Manuel Reyes tackles menu execution, Chef Knoll orchestrates dish design and the final preparation of every ingredient. Great detail is placed on how components are artistically assembled on the plate—and the role a garnish plays in visual completeness of each dish. Our chef prides himself on touching every plate—personalized attention that is conveyed in both the presentation and flavor profiles of his food.

“It’s not about ego; think of it instead as a form of quality control and the final step in my artistic process,” Knoll quips. “More than anything, I just want to make sure every dish we send out represents a seamless balance between the wine and food.”

At some point in the day, usually once the entrées are cooking, Chef Knoll and Sous Chef Reyes turn their gaze toward dessert. Many end-of-meal sweets, such as the estate raspberry shortcake, require a dedicated eye to their preparation. In these cases, Chef Knoll may enlist First Cook Cristina Valencia to make her shortcakes from scratch while he focuses on the raspberries, including his famous raspberry “dust.”

PERFECTING FINER TOUCHES

While Chef Knoll and his staff bring the meal together in the kitchen, other team members work diligently to perfect the experience in other ways.

In the dining room, hospitality assistants set each table flawlessly; folding every napkin and polishing every plate, glass and piece of silverware by hand to make sure presentation is second to none. The “ladies” (as they’re called by Jordan staff) also position one calligraphed cork with the guest’s name front-and-center at each place setting.

In the cellar, Sommelier Yen opens and tastes each wine. Specific vintages are decanted first, allowing them at least two hours to open up and breathe. This process makes the wine softer and inherently easier to pair with some of the bold spice flavors Chef Knoll creates. Our sommelier meets with the chef a few days before the lunch to determine which vintages will pair best with the menu—and usually digs into the Jordan cellar to include a surprise. (It wouldn’t be a surprise if we revealed how our staff makes the selection.)





Perhaps the most complicated non-food preparation occurs on a makeshift table behind the kitchen, near the crushpad. Here, sometimes in the bitter cold, Director of Hospitality & Events Nitsa Knoll works her magic and assembles floral centerpieces, table settings and other decorative accents.

Mrs. Knoll (she's married to our chef) almost always tries to use fresh flowers from local purveyors, as well as produce and herbs from the Jordan garden. The result: A bundle of goodness that brings the outside in, offering guests another sensory touch of the estate. During one meal this fall, Knoll opted for a theme of garden-fresh herbs, incorporating basil, rosemary, and scallions into beautiful table settings. For another event, she opted for a more floral motif, mixing green hydrangeas, burgundy dahlias and hypericum berries.

"People come for these meals and they expect it to be all about the wine and the food," she says. "Adding little touches from around the estate subtly reminds our guests that there's more to the dining experience in its totality."

THE EXPERIENCE BEGINS

Finally, after the guests arrive and taste some Chardonnay on the terrace, they proceed to the dining room and sit down for lunch. On most days, complex and savory smells wafting out from the kitchen greet visitors before hospitality attendants can do so in person. We like to call this foreshadowing.

Over the three hours that follow, four courses are spaced comfortably—an appetizer, a main, a cheese course and the dessert. Before each dish, Sommelier Yen or Guest Services Manager Sean Brosnihan explains a bit about the dish and wine selected for the pairing.

Overall, from the food to the presentation to the décor to the wine service, this attention to detail is designed to make our guests feel truly special.

"We recognize there are a number of places people can choose to spend their time when they are here in wine country," Knoll notes. "The fact that they've decided to come and visit us, the fact that they're willing to give up an afternoon to experience life on the estate—it's something we want to acknowledge with an experience that makes them feel like the estate is theirs for the day."





Our new recipes—duck confit and garden vegetable medley (pictured left and below)—pair beautifully with these wines. View the recipes at jordanwinery.com/culinary.

SPRING RELEASES

2009 CABERNET SAUVIGNON ALEXANDER VALLEY
 2011 CHARDONNAY RUSSIAN RIVER VALLEY
 2012 ESTATE EXTRA VIRGIN OLIVE OIL



2009 CABERNET SAUVIGNON ALEXANDER VALLEY

WINEMAKER'S COMMENTS

2009 exemplifies the potential of a great vintage. Aromas of blackberry, black cherry and cassis are like perfume to the nose, supported by subtle hints of baking spice and vanilla from oak aging. The mouthfeel is soft and silky with a seemingly never-ending finish. This is truly a vintage showcasing the elegance, finesse and restraint that has always been the vision for Jordan Cabernet Sauvignon. Enjoy now or cellar through 2025. Decant prior to serving to further accentuate the aromas and flavors.

THE VINTAGE

The 2009 growing season commenced with an unseasonably warm spring and continued with an unseasonably cool summer and fall. The otherwise mild spring led to a healthy bloom in April, followed by a beautifully successful fruit set in late May. Temperatures throughout summer remained favorably cool with no major heat spikes, allowing for a ripening season that can best be described as “even”—a simple word that growers love. The cooler climate slowed the ripening process, allowing the grapes to develop a greater depth of color, a more vivid varietal fruit character and silky, elegant tannins, while keeping sugar levels low and acids high. A magical year for winemakers who adore balanced wines.

THE WINEMAKING

From September 17 to October 22, more than 60 vineyard lots from both Jordan Estate and a dozen family growers were harvested at optimal maturity. After primary fermentation, every lot was evaluated and only the top blocks were selected for blending in our historic oak casks. This “barrel blend” was then transferred to a collection of carefully selected French and American oak barrels where it aged for one year, allowing the flavors to marry and full tannin integration to take place. The blend of 75% Cabernet Sauvignon, 19% Merlot, 5% Petit Verdot and 1% Malbec matured in bottle for an additional two years before release; alcohol: 13.5%.

FOOD PAIRING SUGGESTIONS

2009 Jordan Cabernet Sauvignon is unparalleled in its versatility on the dinner table—truly a sommelier's dream. It carries the depth and body to hold up to a marbled ribeye and the finesse and elegance to gracefully accompany the leaner filet mignon. Endless recipes for lamb, venison, pork, chicken, duck or squab, grilled or roasted, make for perfect pairing material. Pasta dishes, such as a rabbit ragu or mushroom risotto, make for a more refined pairing, and if you want to keep it simple, a chop house burger with a glass of Jordan Cabernet is always a favorite. The pairing potential is really only limited by the imagination.

2011 CHARDONNAY RUSSIAN RIVER VALLEY

WINEMAKER'S COMMENTS

The 2011 Jordan Chardonnay is an elegant expression of a vintage that wanted anything but to be tamed. Aromas of freshly cut Fuji and Granny Smith apples, stone fruits and white flowers lead to vibrant minerality and bright fruit flavors that echo the bouquet—think fresh and lively, not buttery and overly oaky. From the provocative nose through the creamy mid-palate laced with well-integrated French oak to the refreshingly long finish, this wine exudes finesse, precision and balance—truly a classic.

THE VINTAGE

Growers laugh or cry with the weather; that is the romance of the industry. While we slipped through frost season unharmed despite many near-freezing nights, Mother Nature quickly put us in place with an untimely rain during the bloom of the grapevines, which reduced the crop by 35%. The berries that did form, however, enjoyed the benefits of perfectly moderate summer temperatures—not too hot and not too cold. Our Chardonnay grapes developed brighter, more aromatic characters while retaining their natural acidity and keeping sugar levels low. Our adaptive farming techniques helped the grapes reach balanced maturity just before the October rains started; Jordan's last Chardonnay grape passed through the sorting table just as the first raindrop fell. Timing was everything in 2011.

THE WINEMAKING

Deciding when to pick was especially critical for the 2011 Chardonnay harvest. From September 26 to October 4, grapes were hand-picked in the coolness of the night before sunrise to retain their aromatics and purity of flavors. The grapes that passed our rigorous selection in the vineyard and at the winery sorting table had intense fruit flavors and bright acids due to the cool growing season. Three months of sur-lie aging and five weeks of batonnage heightened the creamy texture of the mid-palate. Malolactic fermentation was limited to only 30% in order to retain the wine's bright acidity and natural expression of fruit intensity. The wine matured in French oak barrels for more than 6 months before nine months of bottle age. 100% Chardonnay; alcohol: 13.5%.

FOOD PAIRING SUGGESTIONS

A go-to on any wine list for its ability to accentuate flavors in a broad range of cuisines, 2011 Jordan Chardonnay carries the brightness and acidity to stand up to ceviche, raw oysters and sweet shellfish like crab or shrimp, but also has the depth and mid-palate to accompany grilled or roasted chicken, pasta with cream or butter sauce, and white-fleshed fish from the flaky halibut or sole to the denser monkfish. This wine is perfect for the table, assuming there is still some left in the bottle by the time the food is ready—a chef's ideal wine.



An example of the seasonal pairings created for our Tours & Tastings

ESTATE RECIPES

By Executive Chef Todd Knoll

2012 ESTATE EXTRA VIRGIN OLIVE OIL

CHEF'S COMMENTS

A true expression of the Jordan Estate terroir, the 2012 bottling exemplifies the perfect balance of fruit, pungency and bitterness found in the finest Tuscan olive oils. The nuances of Fuji apple, freshly cut grass and subtle pepper, combined with the buttery texture and clean finish, make the 2012 a very distinct bottling.

THE VINTAGE

The picture-perfect weather made 2012 an olive grower's fantasy vintage. Temperatures were moderate from spring to fall, with no frosts in spring, no wind during bloom and few heat spikes during the remaining months of the sunny growing season. A bearing year for our trees, this copious crop was rich in flavors of artichoke and freshly picked thyme. Harvest commenced on November 13 with Spanish Arbequinas and concluded December 3 with our Tuscan varieties.

THE MAKING

Fruit was either handpicked in the Italian brucatura tradition or shaken by hand 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 estate fruit to truly express itself. Our extensive master blending session in January resulted in a complex combination of Frantoio, Leccino, Arbequina, Pendolino, Cipressino and Ascolano olives. Each bottle was hand-labeled in our cellar by the Jordan culinary staff.

FOOD PAIRING SUGGESTIONS

Just a touch of 2012 Jordan Estate Extra Virgin Olive Oil will enhance an endless array of appetizers, salads and entrées. Brush this delicate finishing oil over fresh figs wrapped in prosciutto, or use it as a base for salad dressings and our marinated goat cheese appetizer recipe. Drizzle a teaspoon of this fine condiment over grilled fish and finish with a squeeze of citrus; the simple combination brings pure, delicious flavors to your table.



CALIFORNIA CAVIAR CUPS

Both luxurious and simple to prepare, this decadent hors d'oeuvre recipe may also be served as a first course soup. The creamy, rich flavors pair deliciously with the bright, crisp acidity of Jordan Chardonnay.

INGREDIENTS:

- 7 cups cauliflower florets (approximately 1 head), chopped
- 1 Tbsp grape seed oil
- 1 tsp Maharajah curry powder*
- 1 leek (white section only), sliced
- ½ Tbsp Jordan Extra Virgin Olive Oil
- ¼ cup cream
- Vegetable stock as needed (water may be substituted)
- Salt to taste
- 1 tsp Champagne vinegar
- 7 ounces California Osetra or Hackleback caviar**
- 1 scallion, thinly sliced on the bias

* Maharajah curry powder may be purchased at Indian groceries or online at thespicehouse.com.

**Either caviar may be purchased online at californiacaviar.com.

INSTRUCTIONS:

To begin, preheat oven to 325 degrees.

Over medium high heat, coat a small sauté pan with grape seed oil. Add curry powder and allow the spice to release its color and essential oils (approximately 30 seconds). Add one cup of the chopped cauliflower florets to the curry oil and toss to coat. Place the pan in the oven and roast briefly (three to five minutes), remove from oven and reserve at room temperature.

In a heavy-bottomed pot, sweat leeks in olive oil. Add cream, remaining cauliflower florets, and enough vegetable stock or water to cover. Gently simmer until cauliflower has completely softened (approximately 20 minutes). Purée with an immersion blender until smooth. Strain purée and season with salt and Champagne vinegar to taste. Reserve hot or chill.

To serve has an hors d'oeuvre, fill small ramekins one-half full with purée, garnish with a generous portion of caviar, curried florets and a sliced scallion. To serve as a soup, quadruple recipe, follow the same instructions and serve in bowls.

Yield: 8 servings

DUCK RILLETTE WITH CANNELLINI AND EDAMAME

These savory hors d'oeuvres make an elegant, yet rustic, start to a winter meal. With its melt-in-your-mouth flavors, this French-inspired dish offers the perfect companion to the silky mouthfeel and dark fruit flavors found in Jordan Cabernet Sauvignon.

INGREDIENTS:

- 1 cup duck fat
- 3 shallots, minced
- 1 bulb of baby fennel, sliced
- ½ cup Jordan Chardonnay
- 4 legs duck confit*, bone and skin discarded
- 1 tsp mustard seeds, toasted
- 1 Tbsp Dijon mustard

FOR THE CANNELLINI:

- 1 cup dried cannellini beans, soaked in cold water overnight
- 3 cups chicken stock (vegetable stock may be substituted)
- 2 shallots, sliced
- 1 Bay leaf
- 1 sprig of rosemary
- 10 black peppercorns
- 2 Tbsp Jordan Extra Virgin Olive Oil
- Kosher salt to taste

FOR THE EDAMAME:

- ¼ cup soy beans, shelled (peas may be substituted)
- Sea salt to taste

INSTRUCTIONS:

In a small pot over medium heat, bring duck fat to a simmer. Lightly film a sauté pan with one tablespoon of the duck fat and sweat the shallots and fennel until translucent. Deglaze the pan with Chardonnay and reduce wine to a syrup. Combine reduction, duck confit, mustard seeds and Dijon mustard in a food processor. Pulse to a fine, uniform chop. Gradually incorporate the duck fat while pulsing. Season to taste and refrigerate for up to two weeks.

For the cannellini, set aside salt and one tablespoon of olive oil, then combine all remaining ingredients in a pressure cooker. Following the manufacturer's instructions, bring pressure to 15psi and cook for 8-12 minutes. When the pressure cooker has been depressurized, check for doneness. If the beans need to continue cooking, either re-pressurize or cook through on the stove top conventionally. Drain cannellini, season with reserved salt and olive oil. Set aside.

Prepare an ice bath. Bring a pot of salted water to a rapid boil. Cook soy beans until just tender (2-3 minutes) and plunge into the ice bath to arrest cooking. Drain, season to taste and reserve.

To serve, fill small ramekins one-half full with cannellini, edamame and a small serving of duck rilette. Rillettes are also wonderful simply served on slices of crusty country bread with maldon salt flakes or sel gris.

* See our chef's recipe for duck confit: jordanwinery.com/culinary/recipes

Yield: 8-10 servings



2002-2003-2004 Cabernet Sauvignon in Gift Box
 Now hitting the "sweet spot" in terms of maturity, these three vintages truly demonstrate the relationship between Mother Nature and winemaker. If tasting the three vintages comparatively, our winemaker recommends starting with 2004, then 2003 and 2002 to finish.
 \$394 (6 bottles)
 \$788 (12 bottles)
jordanwinery.com/shop



40th Anniversary Artwork
 In honor of our 40th anniversary, canvas prints of the Jordan Winery 4on4 Art Competition winners are being offered exclusively on our website. Each of these five stunning works of art combines the flavor of a metropolitan city, such as Los Angeles, Dallas, Miami or New York, with the essence of Jordan Winery and Sonoma wine country.
 \$175
jordanwinery.com/shop



2003-2004 Cabernet Sauvignon in Magnum
 Word has spread about the secret weapon of turning dinner with friends into an unforgettable party: big bottles. The silky-smooth 2003 vintage has layers of black cherry fruit to complement our chef's dry-rubbed Skirt Steak with Fingerling Potatoes. Compare and contrast flavors with the elegant, cherry-laced 2004 vintage. Uncork these magnums at your next dinner party and watch spirits soar.
 \$409
jordanwinery.com/shop

CHATEAU *Boutique*

A COLLECTION OF OUR FAVORITE VINTAGES, WINE SERVICE ACCOUTREMENTS, GIFTS AND APPAREL



Jordan Polo Shirts
 John Jordan's go-to shirt for a day at the winery or an afternoon on the lake is the Nike golf dri-fit polo. Jordan logo embroidered on left arm for women's, left chest for men's.
 Men's: pinenut, white, navy (M, L, XL, XXL), \$75
 Women's: black, white, navy (S, M, L or XL), \$85
 Call us at 800.654.1213



Laguiole Corkscrew
 The finest corkscrews in the world are made by French craftsmen at Laguiole.
 \$195
 Call us at 800.654.1213

2011 Chardonnay and 2009 Cabernet Sauvignon in Gift Box
 Two exemplary vintages showcasing an exciting new chapter in our winemaking history. 2011 Jordan Chardonnay is defined by crisp, green apple fruit, bright acidity and an elegant mouthfeel, making it ideal for pairing with a range of cuisines. Our 2009 Cabernet Sauvignon exudes layers of black cherry flavors interwoven with a silky palate and soft tannins from French oak aging. Available beginning April 1, 2013.
 \$92 (2 bottles)
 \$269 (6 bottles)
jordanwinery.com/shop



Wine Dogs USA Features Jordan
 Three of our beloved Jordan Winery dogs are profiled in the latest edition of *Wine Dogs USA*. Bismarck, John Jordan's miniature pincher-Labrador mix, and Ranch Manager Brent Young's dachshunds, Harley and Tina, all make their literary debut.
 \$20
 Call us at 800.654.1213

2006-2007-2008 Chardonnay in Gift Box
 While Jordan Chardonnays are ready to drink upon release, even more charms are revealed with 3-5 years in bottle. The 2006 is round and subtle—very Burgundian in style—while the 2008 has juicy apple flavors and succulent acidity. 2007's smooth texture with a hint of creaminess is the perfect bridge between the two.
 \$105
jordanwinery.com/shop



Riedel Vinum Series Glassware
 Some of the world's most renowned wine experts helped develop the Riedel Vinum Series, a collection of glasses designed to flatter specific types of wines. Purchase one glass or replace your cellar's collection. Glasses engraved with the Jordan logo.
 Chardonnay Glass, \$24
 Cabernet Sauvignon Glass, \$29
jordanwinery.com/shop



2012 Estate Extra Virgin Olive Oil
 This vintage's balance of fruit, pungency and bitterness make it an ideal oil for finishing appetizers, salads and entrées. The picture-perfect growing season and copious crop helped us craft a fine oil with an exotic bouquet, buttery texture and clean finish.
 \$29 (375mL bottle)
 \$39 (375mL bottle in wooden gift box)
jordanwinery.com/shop



JORDAN ESTATE REWARDS

Exclusive Experiences in Wine Country



1



2



3

Jordan Estate Rewards offers our most loyal customers the opportunity to savor our serene winery estate and renowned hospitality through intimate experiences available only to members. When you enroll, for every dollar you spend at Jordan, you'll earn points to redeem for exclusive guest privileges at our estate—from special events, overnight stays, private luncheons and dinners to fishing excursions on Jordan Lake and wood-fired oven cooking demonstrations with our chef. More than 550 rewards experiences have been redeemed by members since the program's inception in 2008.

Members' Favorite Rewards

Each year, we strive to create new ways to both enhance the Jordan Estate Rewards program and make experiences more accessible to our members. Some of our most popular guest experiences are now easier than ever to redeem. Here is a look at four favorites.

1 Harvest Lunch & Tour
Celebrate wine country's most exciting season with harvest lunch at Jordan, our annual series of family-style feasts, which are hosted weekdays during the fall harvest season and include a tour during crush with our wine expert. Harvest Lunch & Tour is offered for four people for 7,500 points.

2 A Night at the Estate
Experience an overnight stay in one of our stately suites or country cottage, replete with in-room breakfast and a private driver. A Night at the Estate can be yours for 30,000 points (May-October) and during the off-season for only 15,000 points (November-April).

3 Casual Wine Country Lunch
Enjoy our most popular reward of 2012: our chef's casual wine country lunch, a private meal paired with Jordan wines and served under majestic oak trees on our terrace. Casual Wine Country Lunch for Two is offered for 7,500 points.

4 Retrospective Tasting of Jordan Cabernet
Join our winemaker for a rare tasting of Jordan Cabernet Sauvignon library vintages dating back to the 1970s, followed by a three-course luncheon in our dining room. Hosted every other year, the Retrospective Tasting is available to two guests for only 15,000 points. Save the date for our next event: February 13, 2015.



2



4

Membership is complimentary when you join our mailing list, book a tour and tasting or make a purchase at jordanwinery.com. You'll earn 3,000 bonus points for signing up and three points for every dollar you spend at the winery—either in person, by phone or online. Learn more at jordanwinery.com/rewards.

Members also receive our monthly email newsletter, featuring special offers, recipes, news and invitations to events at Jordan Vineyard & Winery. Join today at jordanwinery.com/rewards/join.

STORIES That Linger



SURPRISES IN A SUITE

Having just celebrated Jordan's 40th anniversary throughout 2012, I couldn't help but remember a moment that started the path to many anniversaries for two of our overnight guests.

Several years ago, I received a phone call from a gentleman who worked at a restaurant that served Jordan wines. He had a reservation to stay overnight in one of our guest suites—and wanted to propose to his girlfriend during their stay. He'd just needed some help to create the perfect moment for her to say, "Yes."

He said they had been together for six years and every year, on the anniversary of their first date, he would hide photos of the two of them together (taken throughout that past year) and playfully send her on a hunt to find them. At the end of the hunt, she would find what he called a "princess present."

He wanted to keep with the tradition of the photo hunt and asked if I could help. "Of course," I replied, and the plan was

in motion. When the envelope of photographs arrived a few days before their stay, I couldn't stop smiling about such a sweet, romantic gesture.

I spent a good hour in Suite 1, tucking pictures into every nook and cranny I could find—the wood carving on a high-back chair, the cushions on the couch, the robe hanging in the bathroom, the bed comforter—the list went on and on.

Once the hunt was over and the "princess present" was revealed, he called downstairs to give me a signal for the final surprise. I'd made her a beautiful bouquet of her favorite flowers as congratulations from all of us at Jordan, and handed it to her in the doorway before slipping back downstairs to let the blissful couple enjoy their first night engaged.

Nitsa Knoll
Director of Hospitality & Events

A MARRIAGE OF WINE, FOOD AND ART

In 2010, I received a call from Marcia and Izzy, Jordan Estate Rewards members who live in Pittsburgh, Pennsylvania. They'd decided to get married in wine country and wanted to have an intimate dinner at Jordan after the ceremony.

Jordan wines had played a special role in their lives since their first date back in 2006. On that fateful night, Izzy had selected Marcia's favorite restaurant and her favorite wine ... without knowing it. "Once he told me Jordan Cabernet Sauvignon was his favorite too, from then on, we knew it was meant to be," Marcia said.

I knew this dinner celebrating their future together would be treasured, and our staff wanted to make the experience go beyond anything the newlyweds expected. We started with the wine list. Jordan 2001 Cabernet Sauvignon—the vintage of their first date—was a must for the evening, and our sommelier also selected a magnum of 1999 and a 750mL of 2005 from the library to complement Executive Chef Todd Knoll's five-course menu. Prior to their arrival, I'd asked Marcia what her favorite color was and had Director of Hospitality & Events Nitsa Knoll create a special bouquet of flowers for the dining table centerpiece. It was an enchanting evening filled with memories to last forever.

Mr. & Mrs. Dawood soon moved to Manhattan and one day, Marcia passed a street artist selling beautiful wine-bottle paintings. She asked if he could create a custom piece of art for her. They now have a painting of one of their favorite Jordan Cabernet Sauvignon vintages hanging in their home to remind them of their first date and the wedding day we were so lucky to spend with them.

Maribel Soto
Assistant Guest Services Manager
Jordan Estate Rewards

A BIRTHDAY TO REMEMBER

We have been privileged to share birthday celebrations with many of our guests at Jordan. One birthday, in particular, was a very special milestone birthday that a father shared with his daughter and a story I fondly remember.

Roger Beery, a wine collector and blogger from Colorado, mentioned to our National Sales Director, Chris Avery, that he was starting a new family tradition. On each of his children's 21st birthday, he would take them on a wine country tour that mimicked his own introduction to the joys of wine. This year, it was his daughter Whitney with whom he would share this journey.

Chris knew this was a moment that we would want to give special attention to and explained Roger's plans to me. Not one to settle for birthday wishes or staff breaking out in song, I decided to pull a bottle of Cabernet Sauvignon from Whitney's 1991 birthday vintage to share with her and her dad.

Not an easy task, as we had been sold out of the 1991 vintage for some time. But, with the help of our assistant winemaker, I was able to acquire a laboratory sample and surprise Whitney and her dad on the day of their visit. They, along with the other 10 guests on the tour and tasting, were able to enjoy a taste of what was a truly remarkable 21-year-old bottle of wine.

It just goes to show that you never know when a typical tour and tasting will turn into something uniquely special at Jordan.

Sean Brosnihan
Guest Services Manager

EVENTS CALENDAR



Jordan wines are showcased at many events across the country year-round. Our website is continuously updated with the latest regional and estate events. For a complete list of events, please visit jordanwinery.com/news.

- **PEBBLE BEACH FOOD & WINE**
Pebble Beach, CA
April 4-7, 2013
- **AUSTIN FOOD & WINE FESTIVAL**
Austin, TX
April 26-28, 2013
- **NANTUCKET WINE FESTIVAL**
Nantucket, MA
May 15-19, 2013
- **SPRING AT JORDAN**
Healdsburg, CA
May 18, 2013
- **NEW ORLEANS WINE & FOOD EXPERIENCE**
New Orleans, LA
May 22-25, 2013
- **FOOD & WINE CLASSIC IN ASPEN**
Aspen, CO
June 14-16, 2013
- **CELEBRITY WINE CRUISE WITH JORDAN**
Alaska
June 21-28, 2013
- **SONOMA WINE COUNTRY WEEKEND**
Sonoma County, CA
August 30-September 1, 2013
- **SANTA FE WINE & CHILE FIESTA**
Santa Fe, NM
September 25-29, 2013



- **CHICAGO GOURMET**
Chicago, IL
September 27-29, 2013
- **HARVEST LUNCHEAS AT JORDAN**
Healdsburg, CA
September/October 2013
- **NEW YORK CITY WINE & FOOD FESTIVAL**
New York, NY
October 17-20, 2013
- **CHRISTMAS AT JORDAN**
Healdsburg, CA
December 7, 2013



FAVORITE iPhone APPS:

CONCUR – For business, this app makes expense reports a breeze. Being able to quickly take an iPhone snapshot of my receipts and upload them allows me to complete expense reports on the fly, fast and accurate. It is a significant time saver for any busy road warrior.

MAP MY RUN – Starting the day with a run is a huge part of my routine, at home or on the road. I like to find interesting runs that take me to new parts of the cities I frequent. Being able to post my runs on Facebook allows me to share my routes with my friends that love to run too. This app is killer for anyone who likes to stay active.

TRAVEL PLAYLIST:

TRAVEL MUSIC for me varies based on activity—I categorize it by “Take Off,” “In Air” and “Arrival.” “Take Off” is upbeat with a good amount of energy. I’m currently listening to a lot of TV on the Radio, Michael Franti, The Naked and Famous, Ozomatli and Two Door Cinema Club. “In Air” is all about down time, which usually happens in flight and off the grid. Kings of Convenience, Eric Clapton, Animal Liberation Orchestra (ALO), Local Natives and Paul Simon have the right pace. “Arrival” puts me in the moment. It’s a placeholder for all types of music. I discover some of the most interesting music while I’m travelling and I continue to associate it with those cities. “If I Ever Feel Better” by Phoenix is my song for Chicago and “Sweet Disposition” by The Temper Trap is my tune for San Francisco. This year, The Dead Weather, Dan Auerbach and Foster the People got a lot of playtime in Dallas.



ON THE ROAD WITH CHRIS AVERY

National Sales Director Chris Avery travels across the country every month sharing his passion for Jordan wines. He’s seen it all—the best (and worst) of airports, hotels and restaurants—as he spends a significantly more-than-average amount of time on the road. We asked our resident road warrior to share some of his must-have gadgets, travel essentials and favorite destinations.



iPAD NEWSSTAND READING LIST:

GQ AND MEN’S HEALTH
GQ is my go-to for style. Everything from suits to shoes to sunglasses, these guys have their finger on the pulse of the current trends. *Men’s Health* is my favorite publication for health and fitness. Killer workouts, healthy-eating tips and profiles of the famous people following these trends keep me going when being on the road makes it easy to get off track.

THE NEW YORK TIMES
The best food and wine writing staff in the business. They catch me up on the latest and greatest while holding restaurants to a seemingly impossible standard. A must read for my line of work.

FOOD & WINE MAGAZINE
The industry standard. Relevant, fresh and the recipes always make it to my dinner table. In-depth insight from chefs that are the best at their craft sheds light on interesting trends in the restaurant world. Perhaps what I like best is that they don’t rate or score wines, just which wine works best with specific dishes or styles of food. Scores don’t have a place at my dinner table, or in my work.

THE ONE THING I DON’T TRAVEL WITHOUT:

iPhone 5...enough said. I live on this thing. Everything from email, calendars, events, tasks, all my apps, books and magazines are here. It’s so fast and easy, it’s hard to think of anything else I can’t live without (other than my wife and kids, of course).

FAVORITE CITY FOR WINE & FOOD RIGHT NOW:

We are extremely fortunate to partner with the best restaurants across the United States and abroad. So many cities have a great up-and-coming culinary scene, but it’s still hard to compete with New York. I spent a fair amount of time in NYC last year. We celebrated our 40th anniversary at the Dream Downtown, hosted events during the New York City Food & Wine Festival and conducted a sales blitz there with our extremely talented regional sales directors. During those trips, I dined at some amazing places that have me craving more. The NoMad is home of the best lunch I had in 2012. It was the chicken—Whole-Roasted For Two, Foie Gras, Black Truffle & Brioche—it’s unreal. I also keep Saxon + Parole on my list for the cocktails and innovative rustic dishes. The best bite was at The Dutch—Stracciatella Toast, Quince, Walnut Pesto. The description does not do this dish justice. It is magical.

thenomadhotel.com
saxonandparole.com
thedutchnyc.com



Photo: Francesco Tonelli, NoMad

FAVORITE SHOES:

Surprisingly, this is not an easy question. I have favorites in three categories: formal, casual and sport. For formal, Magnanni ‘Antonio’ Oxford—the most comfortable and attractive shoe I’ve found. Suede is making a comeback and this shoe delivers. I’m a big fan of mixing up shoelaces and blue or green never disappoint. For casual, Walk-Over ‘Wilfred’ Chukka Boots, or “Chukkas,” are extremely comfortable and my favorite airport shoe. Going from airplane to sales pitch, I need something that can dress up or down. When it comes to sport, I run in Brooks Pure Grit shoes. They feel great and are amazingly responsive. These are perfect for the Colorado trails and work in urban environments as well.

magnanni.com
walkover.com



Photo: Francesco Tonelli, NoMad



FAVORITE WORK TRAVEL DESTINATION:

Right now, it’s Chicago. Big-city feel with a very welcoming Midwestern approach. There’s something amazing about this city on a lake with so much to see, do and eat. If I get the chance to squeeze in some down time, there’s nothing better than taking the architectural tour via boat, walking Michigan Avenue or enjoying Millennium Park and Navy Pier. As a baseball fan, I always try and get in a Cubs game to sit in awe at the cathedral that is Wrigley Field. For dinner, Alinea is the place (reservations are impossible) for the best meal in the USA. Chef Grant Achatz is challenging the limits of the culinary scene and winning.

choosechicago.com
alinearestaurant.com

FAVORITE VACATION SPOT:

Manuel Antonio and Arenal, Costa Rica – Work hard, play hard. I can’t imagine a better way to let the stress of the year’s travel melt away than getting away to Costa Rica. Manuel Antonio is where Costa Rican attitude and motto of “pura vida” resonates strong for me. This amazing sanctuary is filled with parks, beaches and coral reefs. It’s also a beacon for eco-savvy travel. Being able to preserve the environment versus exploit it is important to me. I’ve been visiting Costa Rica for years and will continue to take my family there for many years to come. When I’m craving adventure, Arenal is the spot. Home to an active volcano located in the town of La Fortuna, what makes it so special is the rain and cloud forests that dominate the landscape. For adventurers like me, they have some amazing zip lining, hiking, whitewater rafting and awesome canopy tours too. My favorite features of the volcano are the thermal hot springs that are fed by the magma from mighty Arenal. You can find me at Tabacon, an eco-resort setting in a 5-foot waterfall and having 110-degree water fall on my body. It’s my idea of how to get away, reconnect and recharge.

manuelantoniocostarica.com
arenal.net



Photo: Chris Avery



TOURS & TASTINGS



Tucked into the Alexander Valley's rolling hills just five miles north of Healdsburg, Jordan Vineyard & Winery welcomes guests for tours and wine tastings by appointment Monday through Saturday throughout the year, and on Sundays from mid-April through mid-November. Advance reservations are required due to the intimacy of tastings. Please call 800.654.1213 or request an appointment online at jordanwinery.com/visit.

WINERY TOUR & TASTING

\$30 per guest, 1 hour 30 minutes
Mon-Sat: 11:00 AM

Join us for a walking tour of our winery and grounds along with tastings of our current release Chardonnay, Cabernet Sauvignon and Estate Extra Virgin Olive Oil. You will also sample an older vintage Cabernet Sauvignon selected from our cellar. Our chef will prepare "little tastes" to pair with wines.



LIBRARY TASTING

\$20 per guest, 1 hour
\$30 per guest for parties of nine or more
Mon-Sat: 10:00 AM, 2:00 PM | Sun: 11:00 AM, 1:00 PM, 3:00 PM
(Sundays mid-April through mid-November)

In the comfort of our private Library, enjoy tastings of our current release Chardonnay, Cabernet Sauvignon and Estate Extra Virgin Olive Oil paired with artisan cheeses. You will also taste an older vintage Cabernet Sauvignon selected from our cellar.

ESTATE TOUR & TASTING

Launching Fall 2013

✦ Jordan is now open by appointment on Memorial Day and Labor Day.



REFLECTIONS

When the winery was being constructed in the 1970s, pilot Kirk Williams used to fly my family from Colorado to California a few times a month. I vividly remember those days as a 4-year-old boy, sitting in his lap in awe of the airplane's giant steering wheel and dashboard of instruments. That was my first exposure to airplanes and cockpits, and Kirk always took the time to explain what the different instruments were and how they worked as best he could to a preschooler. After the excitement of take-off, I'd sit in the passenger cabin and assemble my own model airplanes. That experience lit a spark, beginning my life-long passion for flying.

– 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