

ESTATE TALES

JORDAN VINEYARD & WINERY

The Unexpected Table

Stalking The White Asparagus
Asparagus Aficionado

Volume 1 🌿 2005

Jordan

www.JordanWinery.com

CULTIVATING TRADITIONS

WHITE ASPARAGUS IS A LABOR-INTENSIVE GOURMET DELIGHT.



STALKING THE WHITE ASPARAGUS

Nurtured by kings, desired by gentry for centuries, asparagus has a royal lineage. Louis XIV valued asparagus so much that his gardeners grew it in greenhouses year-round.

Asparagus was enjoyed in the Mediterranean region more than 2000 years ago. While the Egyptians offered it to their gods, early Greeks favored its medicinal qualities. The Romans were the first to preserve asparagus by freezing, transporting it by chariot and runner from the Tiber River area to the Alps, where it was kept until the Feast of Epicurus.

At Jordan, the white asparagus so prized in French and German cuisine is grown on the estate by resident horticulturist John Hadley and his

staff. “In the mid-1600’s the French realized that white asparagus were less bitter and more sweet than green asparagus,” Hadley said. A relative of the lily family, asparagus can be grown from either seeds or cuttings.

White asparagus will turn green as soon as it peeks from the soil into the light. It must be harvested quickly or mounded with earth.

Cultivation is time consuming and labor intensive. Spears must be grown in the absence of light to keep them white. As soon as the sprouts break earth, sandy loam is mounded around them.

Harvesting White Asparagus

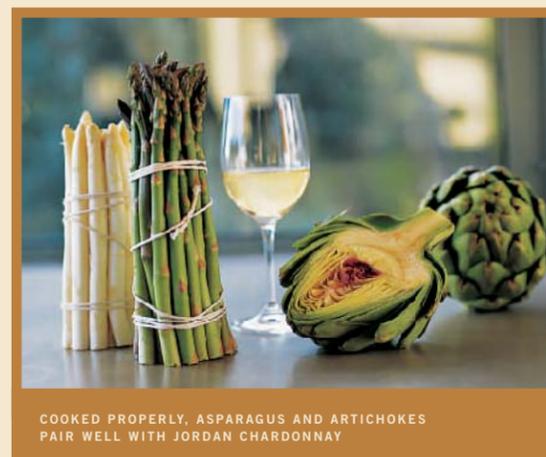
The mounding continues until the spears are tender and ready to harvest with a special knife, a scythe-like instrument. With a quick turn of the wrist, the knife cuts a fat, juicy spear without disturbing its neighbors.

Asparagus cannot be harvested until the second year of growth, and then on a limited basis. Full-season harvest is conducted the third year. At Jordan, some of the asparagus is also allowed to develop into mature ferns to use in floral displays. 🌿

THISTLES AND CHARDONNAY

In the spring, markets burst with asparagus, artichokes and occasionally cardoons. Cardoons are those celery-like cousins of the artichoke, an edible thistle. While delicious, these three present a dilemma: what wine complements these sometimes bitter vegetables? “The right preparation really helps,” says Jordan’s Executive Chef Udo Nechutnys.

“The bitter characteristics can be reduced with proper cooking. Cook them to a point of being soft but still holding their shape and color,” Udo said. “Then choose a lighter, fruit-driven wine of balance and bright acidity such as Jordan Chardonnay.” Jordan’s approachable wines have global appeal and accompany a wide diversity of foods. Bon appétit, thistle lovers! 🌿



COOKED PROPERLY, ASPARAGUS AND ARTICHOKES PAIR WELL WITH JORDAN CHARDONNAY

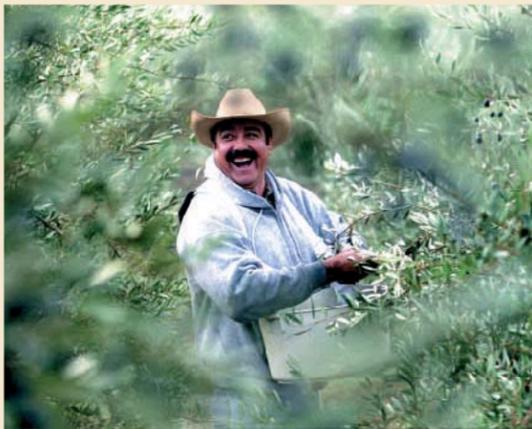
GRASSY NOSE, PUNGENT FINISH

A “grassy nose and pungent finish” could be a description of a fine wine, but in this case it’s the 2004 Jordan Extra Virgin Olive Oil, available from the winery now. With its grassy nose, fruity and herbal flavors and mild pungent finish, the oil is superb for dipping and adds a sophisticated epicurean touch to grilled chicken, fish, vegetables and pasta.

The Jordan family began olive oil production in 1995 as an extension of their wine country lifestyle. With lush gardens, fresh vegetables and a world-renowned winery, estate-grown olive oil contributed to the unique experience.

Harvesting Olives at the Estate

The 27-acre olive orchard was planted nine acres at a time with a mix of Tuscan varieties. Although it takes three years for trees to bear fruit, and up to ten years for full production, the first harvest in 1998 yielded a ton of olives and 35 gallons of oil. Expectations are for the 2005 crop to weigh in at 13-plus tons.



A HAPPY HARVESTER IN THE JORDAN OLIVE ORCHARD.



JORDAN'S 2004 EXTRA VIRGIN OLIVE OIL IS AVAILABLE NOW AT THE WINERY.

Olives are harvested by hand. “Hand harvesting is very labor intensive. It is a lot of work to find individual olives in the dense foliage,” says John Hadley, resident horticulturist. Fruit is picked when it has turned black on the outside and slightly rosy inside.

As a member of the California Olive Oil Council taste panel, John is part of a group that tastes oils to determine quality. An oil free of defects is extra virgin. The 2004 Jordan Extra Virgin Olive Oil is a blend of varieties: 60% Leccino, 30% Frantoio and a peppering (10%) of Pendolino. It is available at the Jordan Winery, online at www.JordanWinery.com or by calling 800.654.1213. 🌿



A recipe from *Executive Chef Udo Nechutnys*

Green Asparagus with Olive Oil Sabayon

Serves three.

1 cup dry white wine
2 egg yolks, lightly beaten
1/3 cup Extra Virgin olive oil
1 lb. Green Asparagus, peeled
Salt and freshly ground white pepper

In a saucepan, bring white wine to just below the boiling point over medium-high heat. Continue cooking until liquid is reduced by three-quarters, then allow to cool and transfer to the top of a double boiler.

Whisk egg yolks into wine reduction. Set over simmering water over medium-high heat and cook, whisking constantly, until yolks thicken enough to fall into thin ribbons when whisk is lifted from pan. Remove top of double boiler from bottom and, off heat, gradually whisk in olive oil. Thin, if necessary, with 1–2 tbsp. water or white wine. Season to taste with salt and pepper and set aside.

Peel asparagus two-thirds up the stalk and tie in bundles of 12–18 with kitchen string and cook in a deep saucepan with water and bring to a simmer over medium-high heat. Reduce heat to medium, and cook until asparagus is tender, about 10 minutes. Untie bundle, transfer to a platter, and spoon sauce over asparagus.

ASPARAGUS AFICIONADO

Asparagus! Nothing announces spring with as much élan as this green, grassy cousin of the lily family. George Lang, popular proprietor of Café des Artistes on Manhattan’s Upper West Side, became so entranced with this fleeting spring sprout that he used a drawing of asparagus by his friend, renowned illustrator Milton Glaser, as a logo for his consulting firm. (Glaser is the designer of the “I ♥ New York” logo). Lang wears cufflinks and ties with asparagus motifs. His infatuation has led to a collection of all things asparagus that threatens to overwhelm the shelves of his New York apartment, his country house and his office itself.

Imagine asparagus sprouts rendered in porcelain, an antique English porcelain spoon rest, a Belle Époque Limoges plate, a 19th century English majolica plate, an ordinary potholder, and even asparagus games, all emblazoned with asparagus.

Never mind the celebrities who visit the café for the food; many come just to visit Lang, a



“The collection is full of the good, bad and indifferent,” he said, “but what holds it together are the connections to the people who played a role in assembling it.”



classically trained violinist, author (*Nobody Knows the Truffles I’ve Seen* – Knopf, 1999) and bon vivant. He has a collection of repeater pocket watches, and a prodigious collection of 4,500 cookbooks, including a 17th century volume he found in Rome. Known as urbane, courtly and erudite, he is down to earth as well. His asparagus collection is by no means all fine art. For instance, it includes an array of amusing drawings. In one, he is trying to chop down a two-story high stalk of asparagus.

To his clientele of celebrities and international visitors, Mr. Lang and his wife, Jenifer Lang, the brilliant Managing Director of Café des Artistes, have for many years served Jordan Cabernet Sauvignon and Chardonnay at the restaurant and at home. 🌿

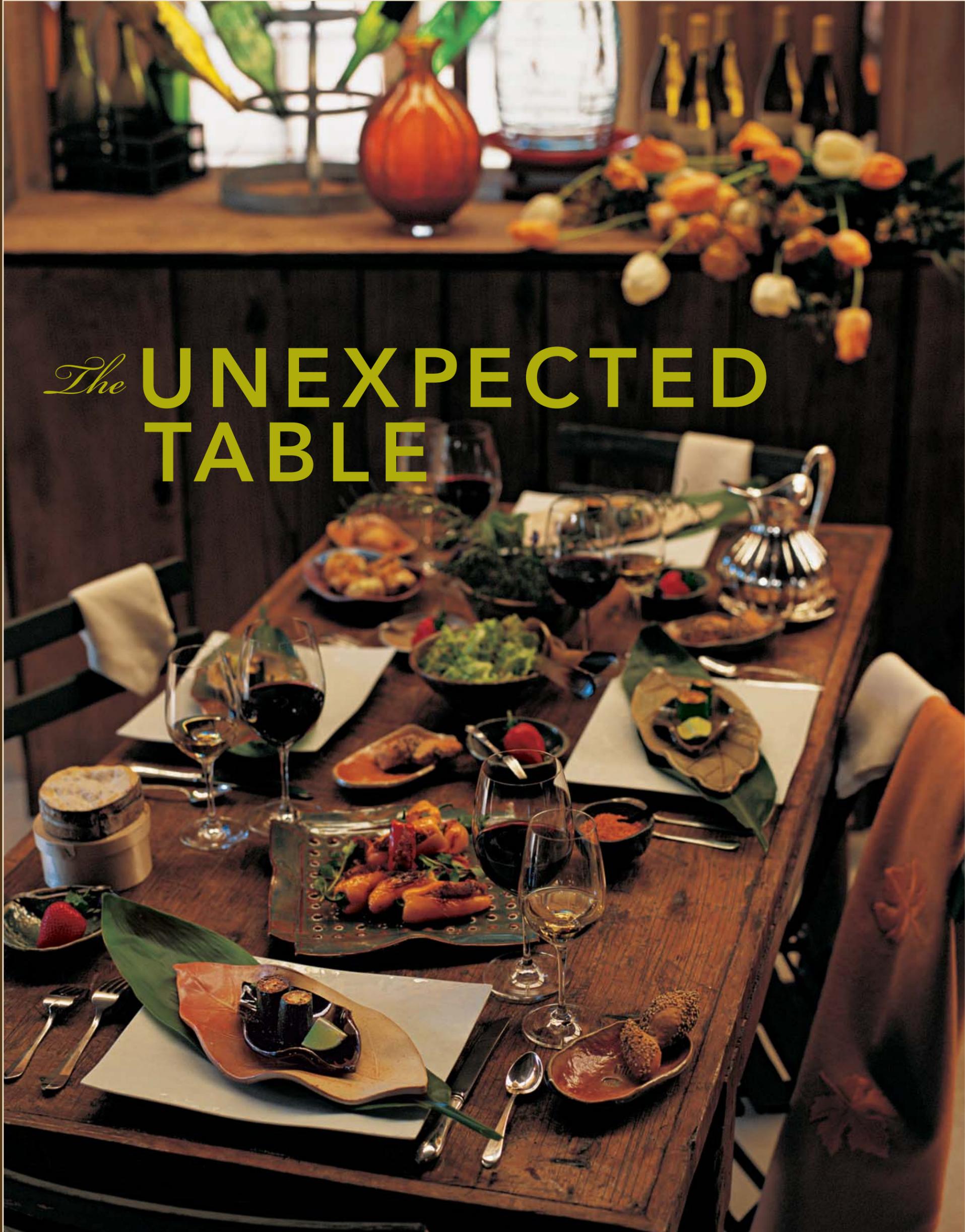


Petaluma Asparagus Tongs



Petaluma Asparagus Server

ASPARAGUS AFICIONADOS HAVE SPECIAL SERVING TABLEWARE.



The UNEXPECTED TABLE

ining with the Jordans—whether at the winery with many other guests or more intimately at the residence—is full of surprises, not the least being the table presentations created by French-trained Executive Chef Udo Nechutnys to complement his equally stunning cuisine. Both combine elements of East and West that seduce the senses.

Nechutnys brings thirty years of experience to the Jordan Estate kitchen, marrying the Jordan style with the world's finest culinary traditions. For him, the presentation of fine food and wine must also involve visual enjoyment. It is a philosophy that began with his apprenticeship at the Hôtellerie du Bas-Bréau in Barbizon near Fontainebleau, and was further honed with

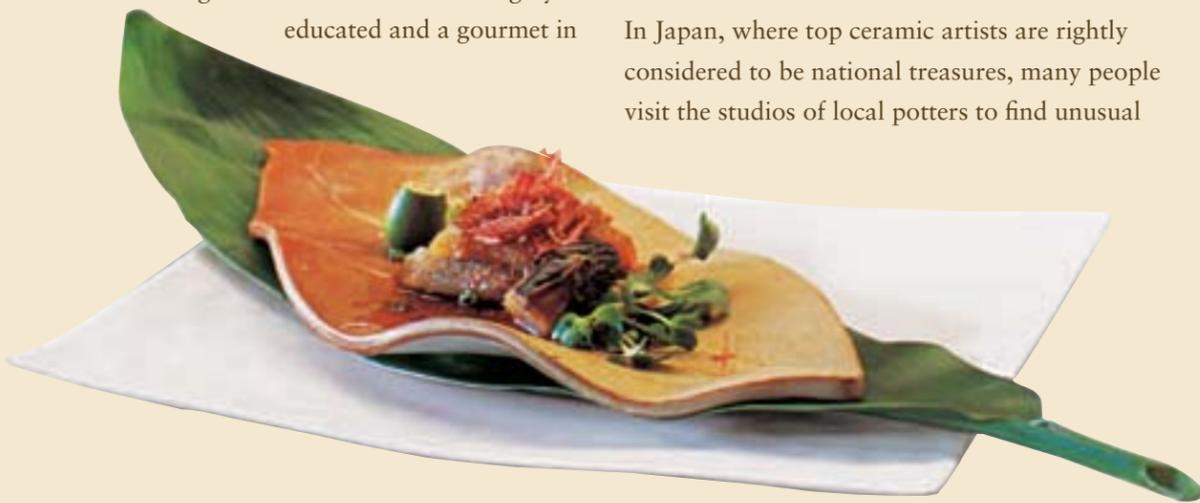
his work at Maxim's in Paris, the Mandarin in Hong Kong, and a long association with Paul Bocuse, who chose Nechutnys to be his personal representative at the École Technique Hôtelière Tsuji in Osaka.

While teaching nouvelle cuisine at the school, which was founded by the great culinary

éminence gris Shizuo Tsuji to instruct Japanese students in the art of Japanese, Chinese and French cuisine, Nechutnys in turn honed his appreciation of Japanese cooking skills and exquisite presentation. At its best, this blends the zen of art and simplicity, tradition, and history. Handmade porcelain and clay pieces, wood, glass and textiles are combined to bring textural interest to the table and to display the food meaningfully as well as artistically. The ingredients dictate the choice of serving pieces, and the seasons play an all-important role.

The Cultivated Palate

During his stay in Japan, Nechutnys was invited many times by Mr. Tsuji to the legendary Kitcho Restaurant, which seated just 20 people. It was a great honor, as very few Caucasians ever got a chance to eat there. Highly educated and a gourmet in



the true sense of the word, the owner accepted table reservations only from those with a true appreciation of Japanese culture. He judged their knowledge by means of a framed poem. If a would-be diner's explanation of its meaning was at fault, then very regretfully, no table was available! Nechutnys recalls, "It was such an awakening. Kitcho's owner truly worked according to the seasons, and you realized this the moment you walked in the door. The quality and selection of the food was sublime, and it was served on antique, museum-quality ceramics so valuable that he himself washed them afterwards. There was no menu; you ate what was presented and marveled at the formalized artistry involved. It was at Kitcho that I started to understand this concept of dining, and it was an experience that made an indelible impression on me."

Unique Components

Here in California, Udo Nechutnys can depend on the Jordan Estate gardens for herbs, fruits and vegetables, olive oil and traditional balsamic vinegar as well as local seasonal foods from nearby farms. His wife Mei, a talented ceramic artist, creates exceptional plates and containers designed to enhance his presentations. In addition, every effort is made to seek out the work of other local potters.

"It all comes down to balance and a sensitivity to place," Nechutnys says. "I must be aware of not only the proper balance of flavor, textural and visual impact of the food and the table setting, but also of cultural expectation. I bring with me the fine brushstrokes of Asia, allied with Western culinary tradition."

"The key to success when planning your own table settings," he explains, "is to mark the season at the table, and build a plan around the menu. Pick a particular element of your menu and work around it. Experiment. For example, if I am serving kumamoto oysters with Japanese ponzu sauce, I might use a white plate with a large green leaf on it, and place the oysters in a small, earthy-colored ceramic bowl on top, with one of the oyster shells—textured side up—alongside. This not only makes the oysters easier for guests to eat, but the combination of colors, shapes and textures adds visual enjoyment. Mix your porcelain, glassware, wood and pottery with each course. Try out different place settings first to see how it looks. Have fun. Dining should be entertainment for all the senses."

Art For The Table

In Japan, where top ceramic artists are rightly considered to be national treasures, many people visit the studios of local potters to find unusual

SEASONAL INGREDIENTS DICTATE THE CHOICE OF ELEGANT HANDMADE SERVING PIECES.

bowls and plates that will enhance their dining pleasure—it makes a rewarding weekend excursion. Here in the United States, it's easy to do the same thing. Local potters frequently hold "open studios" so visitors can look and buy at leisure. Ceramic shows are also good hunting grounds for unique pottery vessels, and florists' shops can usually provide interesting greenery to suit the seasons.

Udo Nechutnys extracts elements of Japanese artistry and creates something new and different for the table that springs in part from the earth: that of Northern California's wine country. If you happen to live in Texas or Rhode Island, your own interpretation of planning and serving a special meal will also be new and different... and uniquely yours. 🌿



SENSITIVE TO THE ASIAN INFLUENCE ON SIZE AND DESIGN, MEI NECHUTNYS CREATES ORIGINAL SONOMA VALLEY POTTERY TABLEWARE FOR THE JORDAN TABLE.



More recipes from Executive Chef Udo Nechutnys

Braised Veal Short Ribs in Jordan Chardonnay

Serves five. Accompany with mashed potatoes or short pasta shapes, like penne.

- 5 lbs. veal short ribs
- 2 tbsp. peanut oil
- 1 yellow onion, peeled and finely chopped
- 2 carrots, peeled and finely chopped
- 2 garlic cloves, peeled
- 1 bouquet garni (see below)
- 6 oz. lean salt pork, diced
- Salt and freshly ground black pepper
- 1/3 cup flour
- 1 bottle Jordan Chardonnay
- 1 lb. small white mushrooms, stems trimmed and caps wiped

BOUQUET GARNI

- 2 sprigs parsley
- 2 sprigs thyme
- 2 sprigs marjoram or oregano
- 2 ribs celery
- 2 bay leaves

Tie the bouquet garni ingredients together with kitchen string. Place the short ribs, onions, carrots, garlic and bouquet garni in a large, non-reactive bowl. Add the wine. Using your hands, mix all the ingredients together. Cover bowl with plastic wrap and refrigerate for 24 hours.

Remove meat from the bowl, reserving the marinade. Dry meat well on paper towels. In a large, heavy pot, fry the salt pork over medium heat until crisp, about 7 minutes. Pour off rendered fat, retaining 2 tbsp. Over medium high heat, bring remaining fat to just below smoking point. Season short ribs with salt and pepper to taste. Add to the pot and brown on all sides, about 7 minutes. Sprinkle with the flour and cook, stirring constantly, for 3 minutes. Add the reserved marinade and chopped vegetables, plus 2 cups water. Bring to a boil, scraping up the browned bits from the bottom of the pan with a wooden spoon. Reduce heat to low, cover, and cook until meat is tender, about 1 1/2 hours. Add mushrooms and cook for 30 minutes more. Remove bouquet garni before serving.



THE FINE BRUSHSTROKES OF ASIA ARE REFLECTED IN THE EXCEPTIONAL PLATES AND CONTAINERS DESIGNED TO ENHANCE UDO NECHUTNYS' CULINARY SKILLS.

Founder's Corner

FROM THOMAS JORDAN



We hope you will enjoy this first of occasional newsletters created to communicate with our fellow wine lovers. More than technical wine data, our subject matter will include topics about the broader operations of a wine estate.

Jordan Vineyard & Winery hums with activity during all four seasons. It is not only the excitement of the crush or the delight of spring budding that rewards us; it's being involved in a multitude of activities on our 1,500-acre estate—in our case, year-round gardens of produce and flowers, olive production, beekeeping, livestock for the table, balsamic vinegar, even our own snail farm.

Add to this a brigade of accomplished chefs who know exactly how to use this provender. With each issue we will reveal a favorite recipe we enjoy with our family and guests, and in this way invite you to share some of the joys of wine country living.

Jordan



JORDAN PREFERRED AT TOP RESTAURANTS

For the past 16 years, *Wine & Spirits* magazine has conducted a wine poll to determine the most often ordered wines in the most highly regarded restaurants in America. In the Cabernet Sauvignon category, Jordan was always first or second.

Additionally, in the Chardonnay category, Jordan has been in the top 10 the past four years.

The 16th Annual Restaurant Poll revealed that Americans are loyal to their favorites such as Jordan wines, which are among those seen most often on restaurant tables. Any number of sommeliers reported that California cult Cabernet sales were off, but strong brands like Jordan remain at the top of this year's list. "People have gotten hip to judging wine, and one of the important things is whether it's balanced or not," the magazine reported.



As for wine and food trends, *Wine & Spirits* said that "red wine is now the firm majority of all wines ordered in restaurants. It may have taken a positive health benefit to get Americans to consider red wine...but we've learned to be a

red-wine drinking nation." Still, diners have not moved too far from the more delicate rewards of white wines. They still enjoy a fine bottle of Chardonnay, especially the balanced, food-friendly Jordan Russian River Valley Chardonnay.

The evidence remains clear. Wine drinkers with an appreciation for fine food have an equal appreciation for Jordan's consistently elegant, approachable style. 🌿

Searching for Quality Worldwide

AS THE BOTTLING SEASON APPROACHES, QUALITY CONTROL OF PACKAGING IS A TOP PRIORITY AT JORDAN. ASSISTANT WINEMAKER CHRISTIE GRIFFITH AND ENOLOGIST DAWN READY SEARCH THE WORLD FOR THE GLASS BOTTLES, CORKS, FOIL CAPSULES AND LABELS THAT WILL MEET JORDAN'S HIGH STANDARDS FOR QUALITY AND CONSISTENCY.

IN FACT, CHRISTIE AND DAWN FIRST TRAVEL TO PORTUGAL, VISITING THE ACTUAL FORESTS IN WHICH THE CORK IS GROWN, THEN OVERSEEING TESTING TO INSURE HIGH QUALITY. THEN IT'S ON TO SPAIN TO CHECK THE QUALITY, WORKMANSHIP AND COLOR OF THE BEST FOIL CAPSULES. LASTLY, THEY WILL VISIT OUR PRINTER IN TENNESSEE TO PERSONALLY PRESS-CHECK THE LABELS FOR EACH VINTAGE OF JORDAN WINES.

Jordan Toile in the Finest French Tradition

Marie Antoinette lived happily at Versailles (for awhile) engulfed by toile de Jouy, a quintessentially French cotton textile prized for its narrative prints and fine details.

Toile was first produced for commercial use in Jouy-en-Josas, a Paris suburb, in 1760, reflecting idealized vignettes of rural life, historical events, military victories, monuments, pastoral and mythological scenes. Jouy-style toile is identified with the French decorative arts, although the technique was actually invented by an Irishman, Francis Nixon, working outside Dublin in 1752.

When spies from the company of Christophe-Philippe Oberkampf, a German émigré, secretly copied Nixon's designs and formulas onto cloth with invisible ink, the fashion found its way to France. By 1783, Oberkampf's Jouy factory had become so important that Louis XVI gave it royal supplier status. At full tilt, 1,500 workers produced nearly 5,500 yards of fabric a day. In the late 19th century these anecdotal fabrics were lavished on beds, walls, ironing boards, even dog baskets, in the mansions of

London's Hammersmith district.

Toile popularity continues to this day. Christopher Moore, a London dealer in vintage toile, cautions against buyers who think that any old toile will do. "A good one will have a nice rhythm to it when seen flat, as on a wall. A high-quality toile fabric should also have the subtle shading of a paper hand print, the same fine-line engraving and crosshatching," he said. Buyers should ask themselves, would this segment of the fabric make a nice framed picture?



Sandra Jordan researched the different types of toile at the toile museum in Jouy-en-Vennes, and with Tom Jordan visited the Brunswick Archives in New York.

They decided on the Mount Vernon toile for the Sandra Jordan collection. Artist Michael Grey of St. Helena, well known for the many labels he has designed for California wineries, made line drawings of each vignette for the Jordan toile. This custom toile makes its appearance in the guest rooms at the Jordan Vineyard & Winery, and also graces furniture at the Les Mars Hotel in Healdsburg. 🌿



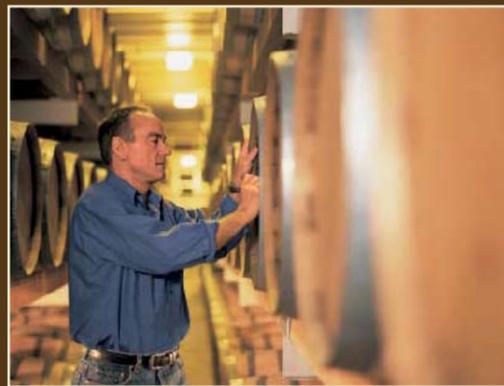
WALL COVERINGS IN THE JORDAN ESTATE MASTER SUITE ARE A TOILE PATTERN FROM THE SANDRA JORDAN COLLECTION.

Vineyards in Bloom



IN 2004, UNSEASONABLY WARM TEMPERATURES IN MARCH PUSHED JORDAN'S VINES FROM WINTER DORMANCY INTO RAPID GROWTH. THE BUDS BURST OPEN, SHED THEIR DOWNY COVERING AND LEAVES BEGIN TO APPEAR. THIS CONTINUES UNTIL EARLY JUNE, WHEN THE VINE FLOWERS. AS THE RAINS CEASE, VINEYARD WORKERS AMEND THE SOIL,

TURNING IN THE WINTER CROP OF COMPOST FROM THE PREVIOUS HARVEST. WHEN THE VINES' YOUNG SHOOTS LENGTHEN AND EXTEND THEIR LEAVES, THEY ARE HAND-TIED ONE BY ONE ALONG TRELLISES TO RECEIVE THE GENEROUS SUNLIGHT OF THE ALEXANDER VALLEY. BY AUGUST, THE RIPENING BEGINS.



Lured By Lifestyle

ROB DAVIS, WINEMAKER

When Jordan winemaker Rob Davis first came to Jordan 30 years ago after graduating from U.C. Davis, the attraction was the lifestyle, living and working in the wine country.

Under Tom Jordan's direction, Davis traveled the world's wine-growing regions with mentor Andre Tchelistcheff, and he's been on the go ever since, searching for new sites and developing a consumer-friendly product that doesn't depend on critics' stars. Next he and his wife and 19-year old daughter will visit Russia to taste a little Russian wine. "I hear it's pretty rough," he said.

"Today, winemakers are becoming a traded commodity, like baseball players, and it's changed the complexion of the industry," said this avid San Francisco Giants' fan and competitive triathlete (he competed twice in 2002). "My work is my hobby. I want to make wine forever."



Two New Stars on the Wine Country Map Les Mars Hotel & Cyrus

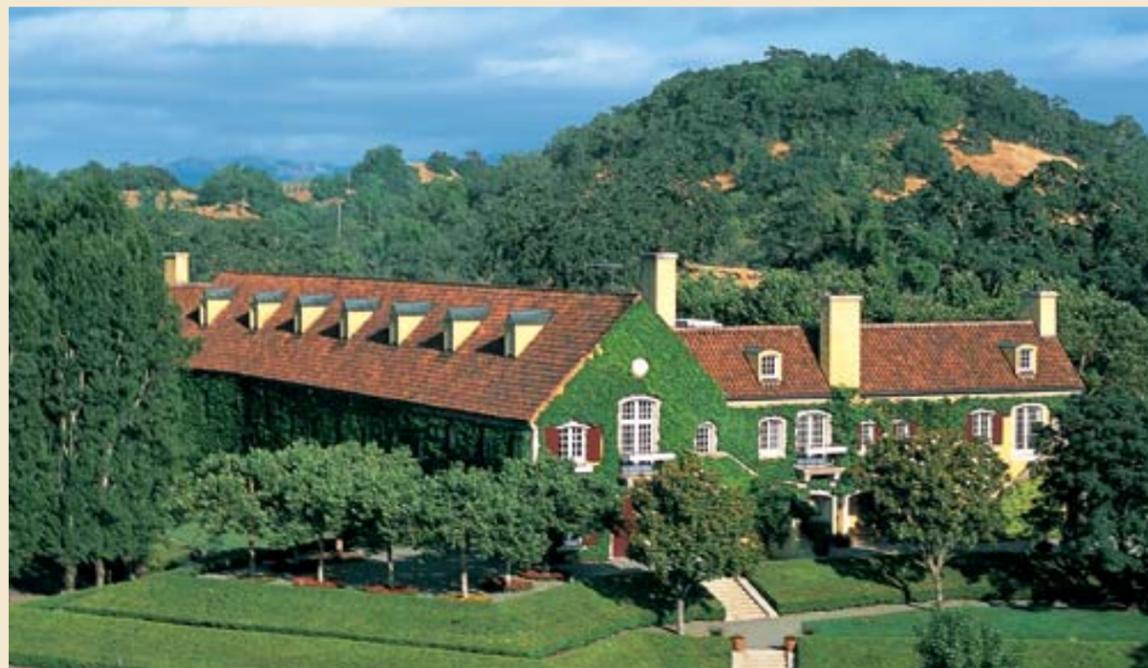
DOWNTOWN HEALDSBURG, CALIFORNIA

Chez Les Mars

Healdsburg beckons like a star on the wine country map. New in town is Les Mars Hotel, with the comfort and ambiance of a classic French chateau. It offers 16 rooms furnished in antiques and reproductions, including selected furniture and toile coverings from the Sandra Jordan Collection. The owners of Les Mars, David and Sarah Mars, have selected Jordan Russian River Chardonnay to serve as the hotel's house wine. 855.431.1700 www.Lesmarshotel.com

Chez Cyrus

Maitre d' Nick Peyton and Chef Douglas Keane, veterans of San Francisco's top dining rooms, blaze a four-star culinary trail with a highly personalized dining experience at Cyrus. This cozy Auberge-style dining room at Les Mars Hotel, named after the trapper Cyrus Alexander who first discovered Sonoma's Alexander Valley, sets a new standard in 'diner's choice' pre-fixe menus, creative desserts plus a gem-filled wine list including Jordan wines. Among the elegant touches are decanting accessories from the Sandra Jordan Collection. 707.433.3311 www.cyrusrestaurant.com



JORDAN PRODUCTS

2001 Cabernet Sauvignon \$48.00
Blending of fruit from our hillside vineyards and valley floor integrates subtle notes of cassis, black cherry, currants, berry and chocolate, with subtle notes of tobacco, cedar and oak.

2002 Russian River Chardonnay \$26.00
Our old-world style Chardonnay is lively and complex, with notes of crisp green apple, kiwi, honey, pear and limestone balanced with subtle oak. Enjoy with many types of cuisine.

Jordan Vertical Tastings
Six-Pack \$350.00 Twelve-Pack \$700.00
Showing balance and complexity, our Cabernet Sauvignon from 1999, 2000 and 2001 is marked by the inclusion of hillside fruit. Enjoy now or hold for ten-plus years!



Jordan will be pouring at the following events:

10-12 ASPEN FOOD & WINE MAGAZINE CLASSIC
june Aspen, Colorado

23-26 TELLURIDE WINE FESTIVAL
june Telluride, Colorado

26 TASTE OF SUMMER
june Santa Rosa, California

7-10 KAPALUA WINE & FOOD FESTIVAL
july Kapalua, Maui, Hawaii

16 LOS ANGELES FREE CLINIC
july Los Angeles, California

13 FINE WINE & FOOD FESTIVAL
august Palo Alto, California

22-24 SANTA FE WINE & CHILE FIESTA
september Los Angeles, California

20-21 LV HARKNESS
october Lexington, Kentucky

SANDRA JORDAN COLLECTION

2004 Extra Virgin Olive Oil \$25.00
Our herbaceous and pungent 2004 vintage is made from 60% Leccino olives, 30% Frantoio and 10% Pendolino varieties, and is a perfect accompaniment to fresh vegetables, pastas and salads.

Sandra Jordan Collection Mahogany Base Coaster \$370.00
Handsome sterling silver wine coaster with mahogany base, beautifully adorned with grapes and tendrils.

Sandra Jordan Collection Wine Funnel \$375.00
This unusual square sterling silver wine funnel is made in three pieces: bowl, cranked spout and cheesecloth holder which filters sediment and cork bits when decanting fine wines.

For more information about the Jordan Estate, other Jordan products, and event details, please visit www.JordanWinery.com.

TOURS AT JORDAN: Jordan Winery is a very special place to visit. Informative tours of the winery are held Monday through Saturday. A special tasting is held at the conclusion of each tour. We invite you to call for an appointment so that you may enjoy one of our tours during your visit to wine country. We can be reached on 800.654.1213 or 707.431.5250. Advance reservations are highly recommended.

Jordan



Jordan Vineyard & Winery
1474 Alexander Valley Road Healdsburg, California 95448
www.JordanWinery.com