




Jordan[®] ESTATE TALES

VOLUME 6 • 2011

REFLECTIONS ON
**35 YEARS OF
WINEMAKING AT
JORDAN**

RETURN TO
THE ART OF
WOOD-FIRED
COOKING

HARVEST
REPORT
and more...

A man with light brown hair, wearing a light purple long-sleeved button-down shirt and dark grey trousers, stands on a paved path. He is looking down at a black dog, possibly a Labrador, which is standing on its hind legs and looking up at him. The background shows a stone wall and some greenery.

I celebrated
a special
anniversary
last summer:
it was five years
since my father
asked me to
leave my law
practice and
run the
family winery.

I was 32 years old at the time and had yet to pause and think about my role in the future of Jordan Vineyard & Winery. The wine industry had already begun its transformation. I decided it was time for me to embrace those changes and lead the winery into its next phase. And so, I accepted my father's challenge.

While I remained fully committed to preserving the legacy my parents and Winemaker Rob Davis have created—crafting elegant wines that complement the table—I accepted the fact that wine lovers have a lot more choices now than they did back in the 1980s. Adapting to the global marketplace through innovations in winemaking quality and culinary expertise was essential to continuing my parents' vision in a new era.

I've spent the last five years renewing Jordan's commitment to making wines of the highest quality, and to ensuring the facilities are more environmentally responsible, the vineyards more sustainable, the farming more precise, sales management more strategic, the visitor experience more intimate and the storytelling more engaging. My philosophy is that I work for my employees—and I give them the tools they need to excel at their respective crafts. We pursue perfection, but we have a lot fun in the process.

In this issue of Estate Tales, you'll learn more about the exciting projects our staff has undertaken in the last few years that are finally coming to fruition.

Jordan Winemaker Rob Davis is a remarkable man who has shown incredible integrity in his role here for 35 years. In this issue, he reflects on those 35 years and how he's managed to continually strive for greater wine quality while satisfying his insatiable desire to learn and pass on that knowledge.

Executive Chef Todd Knoll discusses his journey to understand the art of wood-fired cooking, thanks to the installation of our latest culinary showpiece, a Mugnaini oven. He includes a recipe for one of his favorite foods to cook in the oven.

Jordan Estate Rewards is about to enter its third year, and we're humbled by the warm reception the program has received. Be sure to check out our new reward redemptions highlighted in this issue.

Our viticulture team shares new discoveries from our precision farming program, launched in 2008. You'll also find news about our weekly video blog, produced in-house by our communications team. With it we have the opportunity to share aspects of our daily work that might be useful to you at home, from composting to decanting.

Our Facilities Director, Tim Spence, offers a five-year perspective of Jordan's sustainable efforts. In doing so he reveals the results from our industry-leading efforts in energy efficiency and shares some exciting news about what's next.

I hope you enjoy reading this issue of Estate Tales. Next time, we'll ask Bismarck, our friendly Miniature Pinscher-Labrador Retriever, to give you a glance at life here from the ground up. As you may recall, Bismarck was rescued from a dog-fighting ring in late 2008 and came to live with me late that year. Like me, he has truly embraced winery life. I hope you'll stop in soon to see us both.

Cheers,

A handwritten signature in black ink, appearing to be 'J. Jordan'.

John Jordan
Chief Executive Officer

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REFLECTIONS ON 35 YEARS OF WINEMAKING AT JORDAN

By Winemaker Rob Davis

As the last grape from the 2010 harvest finds its way into our fermenter, I realize that my enthusiasm for winemaking has not waned one bit since my first day at Jordan in 1976.

I've spent the past 35 years working with a cadre of wonderfully passionate interns, enologists, viticulturists and cellar masters — in wonder of what Mother Nature would offer us each vintage. That feeling of youthful anticipation hasn't diminished at all.



Certainly much has changed at Jordan since our inception in 1976. Technology has provided a bevy of improvements in communication. Wine equipment has become more refined with better engineering. Analysis is more specific and far more detailed. But, I must admit, I never thought that I would work at one winery for so many years.

After graduating from University of California at Davis in 1976, my goal was to experience a harvest in California and then travel the world, venturing to as many wine countries as possible. It was beyond my imagination that I could be this satisfied for such a long period of time working for one family. But the Jordans are so wonderful and dynamic—with such a clear vision for producing the best wine possible—just like the owners of first growth Bordeaux chateaux.

It has been a privilege to share in such a lofty pursuit. And this year, Jordan is coming off perhaps our best harvest, and I feel more energized than ever. We're truly entering a Renaissance period of winemaking at Jordan.

IT BEGAN WITH ANDRÉ Meeting Russian-born André Tchelistcheff, the inimitable winemaker who became a principal architect of modern American wine, made me rethink my original game plan. I never would have met André Tchelistcheff if Tom and Sally Jordan hadn't had the wisdom to hire him as their enology consultant when they founded Jordan Vineyard & Winery.

The Jordans told André he could handpick their winemaker, creating his own winemaking legacy. Enter me. Who knew a 22-year-old kid from Sacramento who started as a pre-med student could get that lucky? The opportunity to be mentored by such a great man—a man filled with passion, creativity, learning, winemaking experience and love of life—it was a once-in-a-lifetime opportunity.

I had the good fortune to travel with André throughout France: the country where he shared his enological work with contemporaries that even today define French winemaking. Wherever we went, doors opened. My 18 years with André were the most memorable times of my career. What I learned during those years plays into our winemaking every day at Jordan. André's memory lives on in every bottle of wine we make at Jordan.

The fundamental lesson André imparted on winemakers was balance. During our first years of winemaking together, he'd constantly harp during our tastings of young Cabernet and Merlot lots: "Too damn much tannin, too damn much oak, my dear sir!" I was constantly adjusting the wine's power to his palate. In the end, I could see how far he had taken the wine, from a stack of construction materials to a finely built house, with the fruit, acid and tannin structure nicely knit into a fine mosaic of flavors. As André noted, "Tannic wines don't age: only wines of balance."

TOM JORDAN'S VISION Tom assessed every vintage on our ability to produce a wine that was fruit forward, silky and very drinkable early on. Far more important than whether the wine would age 25 years was how well the wine showed in the first two years of release—typically after a four- to six-year period between harvest and release. Achieving this result, as well as making a wine that could be cellared for a long time, is a very complex process. Meticulous care is given to the sourcing of fruit, time of picking, sugar levels, fermentation regime, blending, and final adjustments before bottling, such as fining and bottle aging. Now, whenever I open a Jordan Cabernet from the 1980s or 1990s and find it aging gracefully, I smile and think of André's mantra of balance.



Tom and John Jordan in winter 2005, not long after John took the reins.

PASSING THE TORCH From the start, Tom believed in sourcing fruit from our estate. Simply put, Tom wanted Jordan wines to be a reflection of the best wine we could make from our own vineyards, which followed the Bordeaux first growth model—a model built by chateaux whose proprietors owned and controlled their own vineyards. From our first vintage in 1976 to our last estate wine in 1993, we felt that we had achieved our goal of making a Bordeaux-style wine that was equally balanced with fruit and tannin.

But after a phylloxera scourge on the estate in 1993, we realized that not all of our vineyard blocks contributed to the quality of fruit we desired. As we explored other vineyards during the estate’s replanting, we realized that there were sites that offered fruit with even greater depth than some of our own.

In 2005, Tom decided it was time to turn over the day-to-day operations to his son, John. I remembered watching John in the winery when he was seven, tromping up the stairs with a toothbrush in his mouth and thinking, “Well, I guess I’ll never see that kid grow up.” Now that same boy was about to become my boss. I anticipated that there would be changes.





Rob & John in our Bacchus Courtyard.

JOHN JORDAN’S PATH After my first meeting with John, I felt revitalized. “What tools do you need to raise quality even higher?” he’d asked. We talked about the importance of site over vineyard husbandry and the wonderful grape growers in the area with vineyards planted on ideal soils.

John quickly realized if he wanted me to make the best possible wine, he’d have to change course from his parents’ original vision of the estate model. Not an easy decision for a 33-year-old.

With John’s full support, we accelerated the acquisition of vineyard sites that appealed directly to the promotion of Cabernet intensity—more blackberry and cassis flavors with a reduction of herbaceousness.

John’s new direction has been a big step toward making a great wine, but the idea certainly was not radical. Winemakers have learned over the centuries that great wines are products of great vineyards, where the cultivar (or grape varieties) matches the soil and climate.



Alexander Valley is endowed with a rich array of soil types, and I am constantly identifying and discovering great sites that are ideal for our house style. I work closely with respected families like the Munselles, Mazzonis, Dilworths, Vybornys and the Millers. In fact, Justin Miller’s dad rented me my first house back in 1976, and now I work with his son, nurturing their Merlot and Cabernet vineyard—the same vineyard I’d admired outside the living room window of my first wine country home.

John is at the winery every day and he personally involves himself in every department. Similar to his father, he sets a high bar for proficiency, but he is much more involved in the details. His curiosity and humility provide a strong groundwork for working together to continually strive to raise our standards for the winery. Our 2006 Cabernet Sauvignon was the first vintage reflecting John’s contributions to the evolution of Jordan wine, built on Tom’s strong foundation.

The benefit of working for a single owner cannot be underestimated: quick and direct feedback is critical to moving ahead and adapting when necessary. We’re never delayed or diverted by multiple levels of analysis, which can detract from some of the more time-sensitive decisions necessary for great winemaking.

Particularly delightful is John’s goal of making every aspect of the winery top of the line, from the winemaking and hospitality experience to the stewardship of our land.



BECOMING THE TEACHER

I have so many fond memories of my time spent at Jordan, and my work continues to provide me with great pleasure. Just as the recollection of my weekly tastings with André always brings a smile to my face, I now get to share a similar joy as I taste regularly with my “winemaking team” consisting of two assistant winemakers, Ronald Du Preez and Maggie Kruse, Cellarmaster Pat Fallon and Enologist John Duckett.

We often have lively discussions about winemaking techniques and the next frontier of wine innovation, which I find particularly stimulating. It’s so rewarding to have the opportunity to work with these individuals and provide them with the insight gained through experience, the way that André mentored me. – *Rob Davis*

Rob flanked by Assistant Winemakers Ronald Du Preez and Maggie Kruse.



It's easy to generalize a vintage as classic or mediocre. Or as winemakers like to say, "challenging." My definition of the 2010 vintage? Well, it was the best of times and the worst of times.

Defined by intense flavors, 2010 vintage fruit varied tremendously in quality, depending on appellation, block, varietal and time of harvest. Specific sites delivered unbelievable character whereas others—separated by less than a mile—were struggling for a modicum of mature flavor while still hanging on the vines the first week of November.

The overall quality of 2010 cannot be painted in the broad strokes often employed by the media. The window of opportunity for greatness in 2010 might have been small, but we found it.

In my 35 years as winemaker at Jordan, I've never seen fruit quality this good. The flavors in our Cabernet Sauvignon, Merlot and Petit Verdot are complex and intense, offering tannin content that is so beautifully balanced.

The late spring and generally cool summer resulted in much of the crop coming in at lower than usual sugar content; in 2010, it was Mother Nature rather than the winemaker who fashioned the wines to be lower in alcohol. It's refreshing to see the pendulum swinging back our way.

Every harvest has its thrilling memories. At one point in September, we were crushing Chardonnay in the middle of the night. I looked up at the dark sky and could sense a change in weather looming. I called the vineyard manager in the Russian River Valley and urged him to get the last load to the winery as quick as possible before it started to rain. The fruit arrived just in time, and we rushed the last grapes to the press before the skies opened up. Fantastic!

HARVEST REPORT

— ROB DAVIS



RETURN TO THE **ART** OF WOOD- FIRED COOKING

By Executive Chef Todd Knoll

LEAVING THE RITZ-CARLTON
SAN FRANCISCO TO COOK IN
THE JORDAN KITCHEN WAS MY
DREAM JOB FULLY REALIZED.

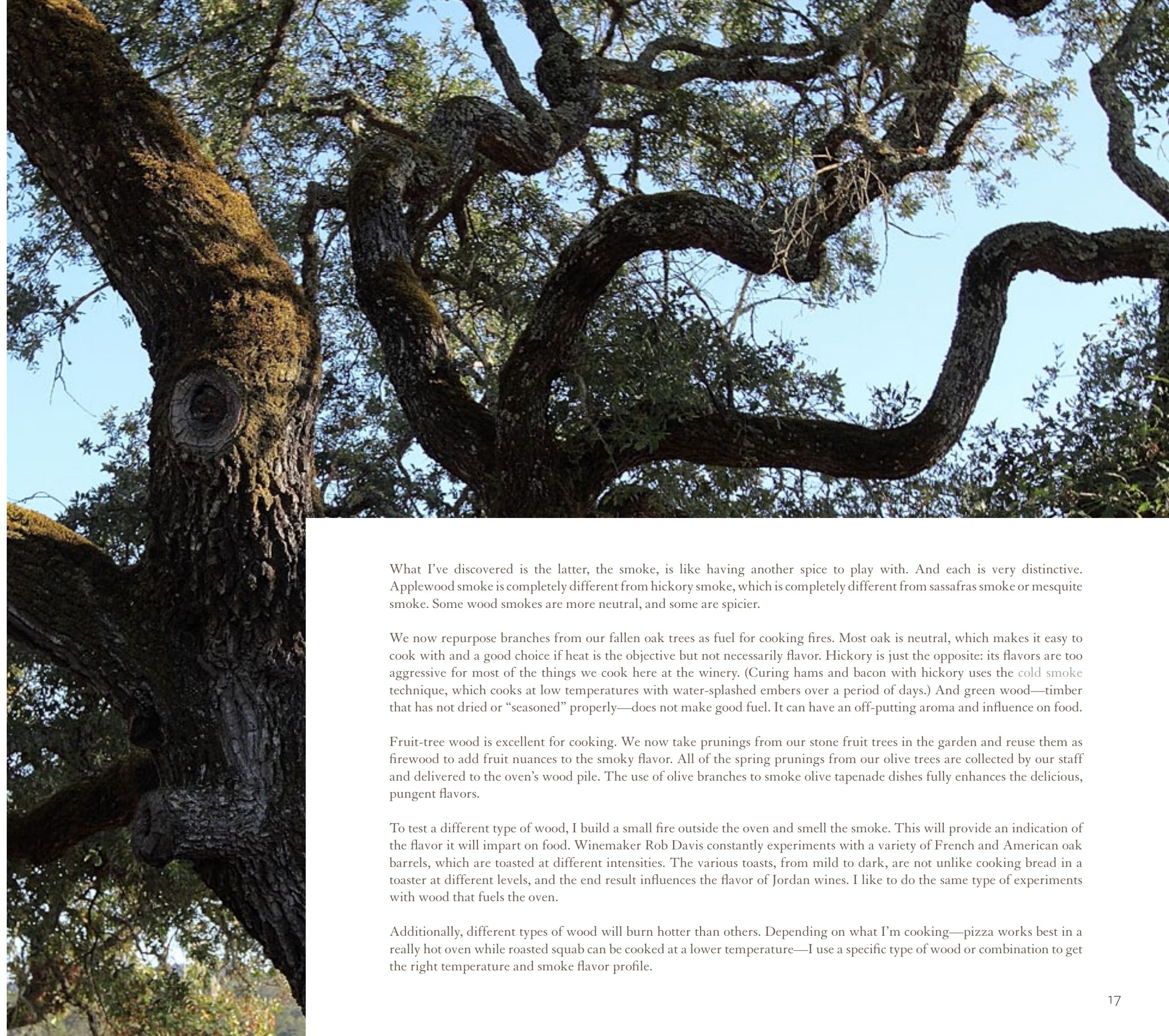
After creating elegant party menus in a high-rise building, I now had orchards of olive trees to nurture for crafting estate extra virgin olive oil, and an extensive garden of vegetables and fruit trees just below the kitchen to inspire each dish. Over the last seven years at Jordan, I've experimented with heirloom varieties of produce, grafted fruit trees, expanded the orchard and introduced counter-intuitive ingredients to our menus. But a chef's inspiration is never ending. I'm constantly searching for new techniques and tools to complement our culinary program. And sometimes those techniques are a tribute to the past.

Last May, we decided to build our own wood-fired oven on the terrace under our ancient oak trees. The project was exciting because I'd never had the opportunity to practice wood-fired cooking the way so many young European chefs do. The oven is also a beautiful feature for our guests to enjoy while dining al fresco. Cooking with it makes me feel like a kid with a new toy. We spent a few months testing different fires, woods and recipes. It's like learning to cook all over again. And there is a lot to learn.



WHERE THERE'S SMOKE, THERE'S WOOD

It all begins with the fuel. The wood used in the oven influences the two main components of wood-fired cooking: the heat intensity and the smoke flavor.



What I've discovered is the latter, the smoke, is like having another spice to play with. And each is very distinctive. Applewood smoke is completely different from hickory smoke, which is completely different from sassafras smoke or mesquite smoke. Some wood smokes are more neutral, and some are spicier.

We now repurpose branches from our fallen oak trees as fuel for cooking fires. Most oak is neutral, which makes it easy to cook with and a good choice if heat is the objective but not necessarily flavor. Hickory is just the opposite: its flavors are too aggressive for most of the things we cook here at the winery. (Curing hams and bacon with hickory uses the cold smoke technique, which cooks at low temperatures with water-splashed embers over a period of days.) And green wood—timber that has not dried or “seasoned” properly—does not make good fuel. It can have an off-putting aroma and influence on food.

Fruit-tree wood is excellent for cooking. We now take prunings from our stone fruit trees in the garden and reuse them as firewood to add fruit nuances to the smoky flavor. All of the spring prunings from our olive trees are collected by our staff and delivered to the oven's wood pile. The use of olive branches to smoke olive tapenade dishes fully enhances the delicious, pungent flavors.

To test a different type of wood, I build a small fire outside the oven and smell the smoke. This will provide an indication of the flavor it will impart on food. Winemaker Rob Davis constantly experiments with a variety of French and American oak barrels, which are toasted at different intensities. The various toasts, from mild to dark, are not unlike cooking bread in a toaster at different levels, and the end result influences the flavor of Jordan wines. I like to do the same type of experiments with wood that fuels the oven.

Additionally, different types of wood will burn hotter than others. Depending on what I'm cooking—pizza works best in a really hot oven while roasted squab can be cooked at a lower temperature—I use a specific type of wood or combination to get the right temperature and smoke flavor profile.

PIZZA IS ONE OF THE FOODS THAT BENEFITS MOST FROM WOOD-FIRED COOKING. THERE IS NO SUBSTITUTE FOR THE FLAVOR OF THE PIE AND THE TEXTURE OF THE CRUST THAT WAS COOKED IN A WOOD-FIRED OVEN.

To make the best pizzas, the oven needs to be heated to super-high temperatures, usually between 700° to 900°

PIZZA Anyone?

Although toppings are important, the dough is the most critical ingredient. I've read many good books about how to make basic pizza dough, and I've been working to perfect the flavor, plus yield a crust that is cracker thin on the bottom with a slightly thicker edge. When I toss the dough—no easy feat!—I want it to be so windowpane thin that I can almost see the leaves on the oak tree that towers over the oven.

This exploration has led me down the path of playing with different flours. Basically, the more protein there is, the more elastic the dough will be. For example, basic pastry flour may have protein in the six to eight percent range, which doesn't provide a lot of stretch-ability. I prefer an Italian flour, which has as much as 12 to 14 percent protein, resulting in a flexible pizza crust that is easier to work with and cooks up crisp.

The yeast is important as well. Pizza dough doesn't require a lot of yeast, especially if the dough is treated like sourdough bread and refrigerated as soon as it is made. It can actually stay in the fridge for two to three days, although this method takes a bit of planning ahead. It will need to be punched down a couple of times during its proofing.

To make the best pizzas, the oven needs to be heated to ultra-high temperatures, usually between 700 to 900 degrees. Once the oven is hot, I toss the dough until it's very thin. Using a long-handled pizza peel, I then slide it into the oven and bake it on one side for about a minute to get a crisp start. I then use the peel to flip it over and add the toppings, always finishing with a drizzle of Jordan Estate Extra Virgin Olive Oil and sea salt (see recipe on page 20). With the toppings added, the pizza is then baked only about 5 minutes due to the high temperature of the oven. The elegance and acidity of our wines make them ideal pizza pairings.



Endless Options Naturally, the possibilities for what can be cooked in a wood-fired oven are, as they say, limited only to the imagination. That said, I've definitely developed a few favorites. Like pizza, all kinds of flatbread are great in the oven, particularly focaccia. It is particularly delicious sprinkled with dried or fresh herbs. Rosemary and sea salt are a perfect combination.

The wood-fired oven is also great for desserts. And not just typical baked fruit pies and cobblers. The wood smoke adds flavor to glazes, such as those on fruit tarts, and the high heat cooks them like a convection oven. The trick is to add glazes and sugar-based toppings just before the dessert is finished cooking, as too much intense heat can burn or scorch the sugar. With tarts, crust is baked first then the fillings are added.

Delicate birds, such as quail, cook really well at lower temperatures. The cooking time is still fast, but they have more flavor.

One of the biggest advantages of a wood-fired oven is its long heat-holding time. Because the oven will hold its heat for hours, it's great for cooking dishes that demand the chef's patience. The taste and tenderness of pork shoulder slow-roasted overnight alone is reason to build a wood-fired oven.





When cooking at home for family, I look to the grill for a simple and readily available alternative to wood-fired oven cooking. This pizza recipe can be made using a wood-fired oven or a grill. I like to use Tipo 00 flour, a flour used in Italy for pizzas. It's milled from hard wheat and creates a crunchier crust. It is available at specialty markets and online retailers.

—Todd Knoll

CHEF KNOLL'S | pizza dough | RECIPE

Ripe tomatoes complement the acidity in our crisp Chardonnay, while the earthiness of mushrooms pairs wonderfully with our Cabernet Sauvignon.

- 1.5 cups warm water (about 105°F)
- 1 teaspoon honey
- 1 ½ teaspoons active dry yeast
- 1 ½ teaspoons kosher salt
- ¼ cup olive oil
- 3 cups Tipo 00 flour
- 1 cup unbleached all-purpose flour

Garnish with one or more of our favorite toppings, 1 to 4 ounces of each:

- Heirloom tomatoes
- Crushed San Marzano tomatoes
- Korean black garlic
- Turkish Aleppo pepper chili flakes
- Buffalo Mozzarella
- Fontina (raw-milk cheese)
- Parmigiano Reggiano organico
- Humboldt Fog chèvre
- California Chanterelle mushrooms *
- Porcini mushrooms *
- White truffle
- Fra'Mani Salumi
- Jamón ibérico
- Jordan Estate Extra Virgin Olive Oil
- Sea salt

Lightly oil the bottom and sides of a medium bowl. Set aside.

Put the water and honey in a bowl. Stir to combine. Sprinkle the yeast over the top and gently stir to combine. Let sit until the yeast begins to foam up, 8 to 10 minutes.

Stir the olive oil and salt into the yeast mixture. Pour into the bowl of an electric stand mixer. Oil the dough hook and turn the machine on low with the dough hook mixing the liquid. Add the two flours and continue to mix until the dough sticks together. Increase the speed to medium and knead the dough with the hook for 8 minutes. Turn off the mixer. Let sit for 6 minutes. Turn the mixer on low and mix until the dough is smooth and stretches easily. Transfer to the oiled bowl. Cover with plastic wrap and set in a warm area until doubled in size. (For a more complex crust, refrigerate overnight to let it proof slowly.) Remove the dough from bowl, knead until smooth and divide into four balls. Cover again and allow to double in size. Preheat a gas grill to medium or build a wood fire in a charcoal grill. When the grill temperature is medium, lightly brush with olive oil. For a wood-fire grill, push the coals out to the side.

Dust a pizza peel with flour or corn meal. Put a ball of dough on a flat surface and using your hands, spread it out into a thin disc, making sure the dough doesn't stick to the peel.

Place the peel over the grill and carefully slide the pizza dough onto the grill. Close the lid and grill until the bottom of the crust is firm, 3 to 4 minutes. Use tongs to turn the crust over; reduce the heat slightly. Top with one to two toppings, finishing with a light drizzle of olive oil and a sprinkle of sea salt. Close the lid and bake until the crust is crisp, 8 to 10 minutes. *Yields four pizzas.*

*To reconstitute dried or frozen mushrooms, steep in 185-degree water or chicken stock for 15 minutes.



NEW RELEASES

2007 CABERNET SAUVIGNON ALEXANDER VALLEY

The Vintage: Much work from cellar to bottle goes into the making of a great wine, but truly not enough attention is given to the grape. Certain vintages provide growing conditions that make the flavors in our fruit flourish, and 2007 was such a year. Spring started off with warm weather, and the June bloom revealed a smaller crop than 2006, creating the potential for intense flavors. Fruit set was uniform, which offered great hope for an amazing vintage. Ideal weather with moderate temperatures and plenty of sunshine prevailed throughout the summer, allowing us to pick pristine grapes over a six-week period, ensuring optimal maturity with dark fruit flavors, round tannins and bright acids.

The Winemaking: Fermenting lots were tasted in November to determine which barrels would be purchased to complement the vintage characters. Malolactic fermentation occurred with our native bacteria (isolated from a first-growth chateau in the 1970s) before the lots were re-tasted to determine which exuded the sensory characteristics to merit inclusion in our barrel blend lots. Only the finest lots were assembled for the final blend, aged for 12 months in 70% French oak and 30% American oak barrels, of which 39% were new, before two years of bottle age. The blend consists of 75% Cabernet Sauvignon, 20% Merlot, 4% Petit Verdot and less than 1% Malbec; 13.5% alcohol.

Winemaker's Comments: A seamless wine, our 2007 vintage exudes beautiful, dense blackberry aromas that echo through the mid-palate. The mouthfeel is smooth and elegant, with soft, round tannins accented by a vanilla quality from the French oak. The silky, soft finish is reminiscent of a great Margaux. Approachable upon release after one hour of decanting or worthy of cellaring through 2020.

Release Date: May 1, 2011



2009 CHARDONNAY RUSSIAN RIVER VALLEY

The Vintage: 2009 is a vintage where early-ripening grape varieties excelled; the timing of vine pruning was critical. The unseasonably warm spring was balanced by an unseasonably cool growing season. Such is the nature and fragility of making great Chardonnay. Harvest is always a rush to gather all of our fruit before the rainy season begins, but in 2009, the vintage was defined by exactly one day. Every Jordan Chardonnay cluster was picked by October 1, and the entire Jordan harvest was complete by October 12—the day before the rains began. As the song goes, “what a difference a day makes....”

The Winemaking: After three months of sur-lie aging and batonnage to elevate the mouthfeel of the mid-palate, the wine underwent only 36% malolactic fermentation to retain its bright acidity. Malolactic fermentation for Chardonnay varies each year, depending only on taste to determine the percentage that will achieve complete balance. With a portion resting in stainless steel, the remaining 72% of the wine was aged in 100% French oak, of which 56% was new, for 5.5 months before bottling.

Winemaker's Comments: Aromas of freshly cut green apples and honeysuckle with a hint of kiwi and lemon zest. The bright, fresh flavor of fuji apple expands in the palate, framed by bright acidity and a touch of oak. Crispness and minerality linger in the long, graceful finish. This is a wine defined by elegance and finesse; 13.5% alcohol.

Release Date: May 1, 2011



Love OLIVES?

2010 ESTATE EXTRA VIRGIN OLIVE OIL

The Vintage: The long, cool growing season led to slow flavor development in our olives: attractive green characters remained in the fruit well into November. Fourteen lots were picked over a four-week period, beginning with Arbequina on November 22 and ending with Frantoio just before Christmas. Olive trees are alternate bearing, so 2010 yielded a bountiful crop: nearly twice the fruit of 2009. The atypical vintage produced olives that yielded a more pungent, grassy nuance reminiscent of mild Tuscan olive oils.

The Making: Fruit was either handpicked in the Italian *brucatura* tradition or shaken by hand into special nets. The first lots were milled by an innovative mobile mill, which was used to cold press the fruit next to our garden. Eight lots were selected for the final blend of 65% Leccino, 20% Frantoio, 10% Arbequina and 5% Pendolino. As an artisanal oil, our blend is never filtered or heated, allowing our estate fruit to truly express itself. Each bottle was hand-labeled in our cellar by the Jordan culinary staff.

Chef's Comments: Aromas of grass, celery and citrus, with pungent flavors redolent of a classic Tuscan olive oil. Subtle pepper and grassy overtones on the palate are framed by a round mouthfeel and clean finish without too much astringency. Our olive oil is annually certified by the California Olive Oil Council and is a perennial medal winner at state competitions.

Release Date: May 1, 2011



2006 CABERNET SAUVIGNON ALEXANDER VALLEY

The Vintage: A growing season without extremes, 2006 provided the opportunity for a classic vintage. Moderate spring weather remained consistent throughout budbreak in March and bloom in April, resulting in uniformity of berries within the cluster. Beautiful, warm fall conditions prevailed in October after a pause due to rain, allowing ample time to harvest the remaining fruit at optimal maturity.

The Winemaking: Only the finest lots of Cabernet Sauvignon, Merlot, Petit Verdot and Malbec were blended and aged for 12 months in 67% French oak and 33% American oak barrels, of which 33% were new. After two years of bottle age, the wine was released and ready for immediate enjoyment. The blend consists of 75% Cabernet Sauvignon, 19.5% Merlot, 4.5% Petit Verdot and 1% Malbec; 13.5% alcohol.

Winemaker's Comments: Concentrated, lovely aromas of blackberry, blueberry and cassis. The mouthfeel is luscious and full with continued flavors of black fruits, and a hint of vanilla, coconut and cedar. The soft, round tannins and understated acidity of this wine complement the bright fruit characters to create a balanced Cabernet Sauvignon approachable now or worthy of cellaring until 2017.

Release Date: May 1, 2010



2008 CHARDONNAY RUSSIAN RIVER VALLEY

The Vintage: A phenomenal Russian River Chardonnay growing season, 2008 was marked by moderate temperatures without the threat of spring frosts, prolonged summer heat spikes or even a sprinkle of rain surrounding harvest. A smaller-than-usual crop, the clusters of small berries exhibited an incredible concentration of Chardonnay flavor.

The Winemaking: After two months of sur-lie aging and batonnage to elevate the mouthfeel of the mid-palate, the wine underwent only 28% malolactic fermentation to retain its bright acidity. The wine was aged in 100% French oak, of which 55% was new, for 4.5 months before bottling; 13.5% alcohol.

Winemaker's Comments: 2008 Jordan Chardonnay is marked by understated elegance. Bright, straw-green colored hue. The clean freshness of the nose opens up with vivid fruit aromas of green apples, pears, peaches, and a touch of quince and kiwi. The palate echoes the bright fruit bouquet braced by crisp acidity and a lingering minerality. The finish brings the fruit, balance and finesse of this wine full circle.

Release Date: May 1, 2010



CURRENT RELEASES



Jordan Estate Rewards

It's hard to believe nearly three years have passed since we created Jordan Estate Rewards. Our original vision was simple: to create exclusive estate experiences for our most loyal customers.



Since 2008, we've had the pleasure of fulfilling more than 200 redemptions, and of those, more than 40 members have redeemed points more than once. Sharing the estate with our members has proven to be equally rewarding for us. The excitement for our program will continue to grow every year as we introduce even more distinctive experiences. If you have questions or comments about Jordan Estate Rewards, please contact us at rewards@jordanwinery.com.

We've captured members' Jordan memories on camera and shared them in our [guestbook](#). If you'd like to share your Jordan Estate photographs with fellow wine, food and travel enthusiasts, we invite you to post them on our [Facebook page](#).



WOOD-FIRED OVEN CULINARY EXPERIENCE

This new reward showcases our culinary staff's talents, as well as the Jordan Estate outdoor kitchen. We invite you to savor an epicurean tasting on the terrace while our executive chef demonstrates the old-world art of wood-fired cooking right next to your table. A *Discover* reward for six people offered for 15,000 points.



RETROSPECTIVE TASTING OF JORDAN CABERNET SAUVIGNON WITH OUR WINEMAKER

Our first Jordan Estate Rewards Retrospective Tasting was hosted in February 2011, when guests experienced a captivating winemaker-led vertical tasting of Cabernet Sauvignon. The tasting included library vintages dating back to the inaugural 1976 vintage, followed by a two-course luncheon in our dining room. We look forward to offering this rare tasting opportunity again next winter. An *Indulge* reward for four people offered at 30,000 points.



A NIGHT AT THE ESTATE

An overnight stay in one of our luxury guest accommodations is now an *Indulge* reward for two at 30,000 points. This reward includes a private tour and tasting or tickets to *Spring at Jordan* or *Christmas at Jordan*.



NEW LOOK FOR OUR SUITES

Our designer has been busy adding a few new touches to our guest suites. Suite 1 received a new wet bar last year, while the bathroom in Suite 2 was renovated during Christmas break.

Janet & Tim Heady celebrated their 33rd wedding anniversary at Jordan

“We arrived at the winery with excitement and high expectations, but what we experienced was nothing less than exceptional: the service, the food, the setting—all paired with exceptional Jordan wines! Sean Brosnihan was an exceptional host and guide, and Chef Manuel Reyes prepared an amazing and beautiful four-course lunch. Thank you thirty-three times! You truly made us feel very special. And meeting John Jordan was an added, unexpected treat.”
– JANET & TIM, Eden Prairie, MN



“My wife and I were fortunate to attend a very special wine tasting and luncheon: Jordan’s first-ever Retrospective Tasting. The hospitality extended to us by all of the staff was special. When Winemaker Rob Davis and CEO John give so much time to you, you know they care.” – DEBBIE & NICK, Alamo, CA



MEMBERS SHARE JORDAN ESTATE REWARDS MEMORIES

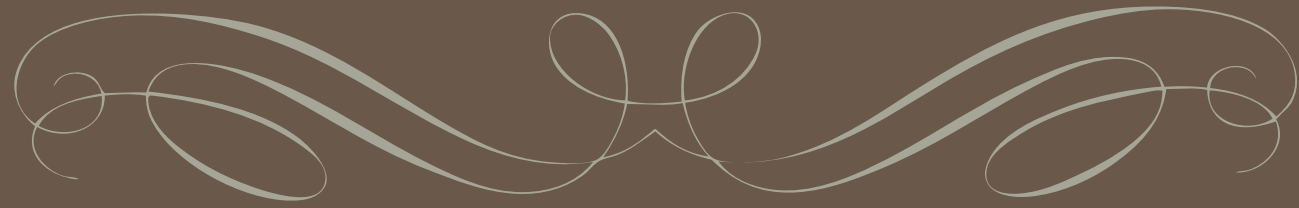
“We just returned from our trip, and our visit to Jordan was an absolute highlight. We love to be at Jordan and to drink your older vintages—hope we can acquire points to return soon!” – WEETIE & WAYNE, Vienna, VA



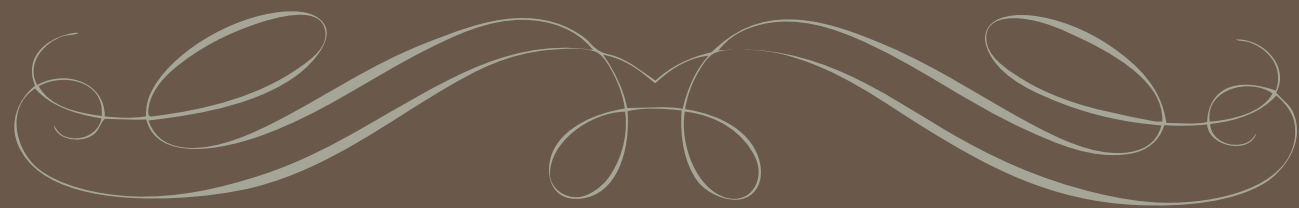
“Joe and I wanted to extend a sincere thank you for making our engagement so memorable. Jordan was the first winery we went to together, and it has been a special place for us ever since.”
– JENNIFER & JOSEPH, New York, NY



“We truly enjoyed the lunch and tour at the winery. Sean was a great tour guide. We hope to make it back soon. Might even make the stay overnight on the grounds. We are happy to have made the connection with Jordan Winery.” – RICKIE & AJ, Lafayette, LA



THE EVOLUTION OF JORDAN STORY TELLING



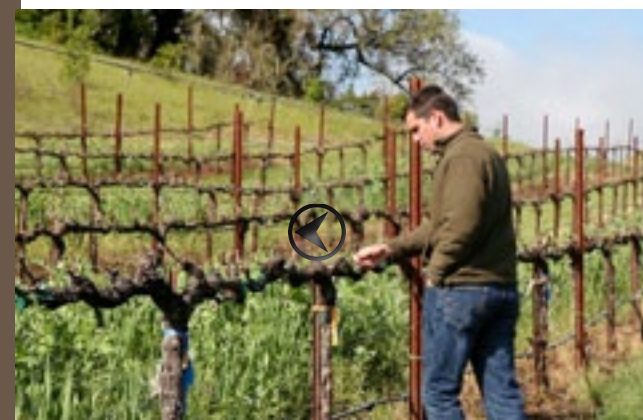
At Jordan Winery, we marry the art of wine with food, the pleasures of farming with winemaking, and the capabilities of technology with storytelling. We take great pride in using every tool available to us to share our stories and our lives with you in an engaging, meaningful way.

Last year, we embarked on a new odyssey to capture life on the estate through high-definition video storytelling. Our videography blog, *The Journey of Jordan*, debuted in early 2010. Every week since, the passionate individuals behind all of our culinary, winemaking and hospitality efforts have offered a glimpse inside the daily activities of a successful wine estate.

This dynamic, visual platform is managed by our communications team, which has added the craft of videography to our range of in-house expertise. From floral design tips, party planning and appetizer recipes to building projects, farming and winemaking practices, you'll find our weekly videos both useful and educational. Subscribe to *The Journey of Jordan* blog by email or download our free Jordan Winery podcast on iTunes.

We invite you to stay connected with John Jordan and our winemaking staff by joining us on Facebook. Our entire team is active on our Facebook page, with posts focused on education and entertainment, as well as news, exclusive offers and answers to your questions. Or follow us on Twitter @jordanwinery, another tool we use to have conversations with you.

In 2010 we also launched our redesigned website, offering new features, such as online requests for Tour & Tasting reservations, library wines for sale, our chef's favorite estate recipes and tasting notes from a 30-year retrospective of Jordan Cabernet Sauvignon. We would love to hear your feedback, and we hope you enjoy the new photographs, stories and improved navigation.





Soil Mapping

THE TREASURE MAP OF VITICULTURISTS

Over the last three years, precision farming has become a way of life on the Jordan Estate. Using the latest technology, we've been able to adapt our farming practices to improve the health, uniformity and quality of every vineyard block. We now nurture the vineyards on a plant-by-plant basis, thanks to the findings from an extensive soil mapping study (see Volume 5's "Reading Between the Vines"), which was completed in 2010.

Soil maps show us differences in soil type, soil texture and water holding capacity throughout vineyard blocks. Using GPS coordinates, these maps are overlapped with traditional cartography maps so we can now see precisely where environmental changes occur within a vineyard block—variations that were affecting desired flavors in the grapes.

"When I started working at Jordan, Rob [Davis] could walk along a row and taste flavor changes in the grapes between individual vines," Viticulturist Brent Young (*pictured*) explains. "We would simply tie a ribbon on any grapevine that produced herbaceous flavors he didn't like, so we didn't mix those clusters with his favorites during harvest. Now we truly understand the differences and can help every vine to achieve those dark fruit flavors and ripe tannins he desires."

With the help of a respected soil scientist, Brent dug 40 soil pits, each three to five feet deep, and analyzed and identified the colors, textures and overall makeup of the soil in each spot. Resistivity analyses were completed on each vineyard block, which indicated how the soil opposed electrical current by outlining differences in the soil's physical characteristics.

"The study findings were extremely eye-opening," Brent says. "A vineyard we farmed as a single block five years ago actually needed to be managed as three individual blocks to achieve consistency of flavors." The results of the study also reaffirmed what Rob could taste: The vines tied with ribbons were in small pockets where the soil type suddenly changed within a vineyard block. "Rob's ability to identify physical soil characters with his palate is truly remarkable," Brent says.

Our original map of 30 estate vineyard blocks was quickly redesigned. Jordan Estate is now divided into 60 vineyard blocks. This has allowed Brent and Vineyard Manager Dana Grande to apply custom farming practices to each sub-block to eliminate differences from block to block and vine to vine. We also began rebuilding irrigation systems in 2010 to deliver precise amounts of water and nutrients to the vines (only when necessary) based on varying soil types. Farming techniques, such as planting cover crops, leaf pulling, veraison thinning and harvesting times, now also change within a single row where the maps show us the soil type is different. Ultimately, we're achieving greater fruit uniformity of flavorful grapes within a block despite all the differences below ground we could not see.

Our latest success story came in 2010 with a block of hillside Merlot. Following the soil study, the block was divided into three individual blocks and farmed according to soil type. From this, the improved quality of fruit delivered to the winemaking team was described by Rob as "amazing." "That was the best fruit the block had ever produced," Rob says.



it pays to be GREEN

BY TIM SPENCE

DIRECTOR OF FACILITIES & OPERATIONS

As stewards of the land, we're often humble about our accomplishments as a sustainable business because protecting natural resources is simply the right thing to do. But there are occasions where we receive great news and can't help but share it with pride.

In the last edition of Estate Tales, I announced our enrollment in PG&E's ClimateSmart™ program, aimed at bolstering the winery's ongoing energy reduction efforts. My dream was to reduce our energy consumption to the point where we would literally not be able to go any lower. A comprehensive energy use audit was initiated in 2006, and we've spent the last four years enhancing our facility from roof to ground level to make it as energy efficient and sustainable as possible. It fills me with great satisfaction to say we've met our goal.

PG&E recently sent us a letter of congratulations, announcing that winery energy consumption to date had been reduced to a level equivalent to removing 67 passenger cars off the road for a year, which is equal to planting 74 acres of pine or fir trees to capture carbon dioxide.

Once PG&E ClimateSmart™ was underway, we became one of the first wineries in the region to install USES® Power Shaver technology. Our five Power Shaver boxes, operating since winter 2010, protect against electricity surges and spikes common with commercial machinery, providing substantial reductions in power usage. Over the course of a year, our energy savings resulted in an estimated 11,945 gallons of gasoline saved, which is equal to planting 38 acres of trees. A Power Shaver, which is also available for residential homes, will pay for itself in 2.5 years.



Since 2006, we've contemplated installing a solar array to harness the power of our bountiful sunshine, but I felt strongly about reducing our energy use before converting to solar power. In the rush to get off the grid, many businesses have simply used the sun to power their overconsumption of energy. Reduce use first: that's been our guiding principle. This approach has paid off.

Now that we have energy use down to a minimum, we're researching the latest solar technology to determine which system will work for us. By spring 2012, we hope to begin construction on a solar solution that will account for 50-60 percent of our energy use, making the future look even more bright and sustainable.

But our sustainability can't end at the cellar door or the vineyard row. We're working more closely than ever with our suppliers to ensure they adhere to our principles: reduce, reuse, recycle. On the estate, we have nearly eliminated Styrofoam. Since summer 2010, we've used recycled cardboard shippers, which were developed for Jordan by Dee Pack, Inc., for two-, six- and 12-bottle boxes. We use 100 percent vegetable-starch packaging popcorn (water soluble) in oversized shipments. In lieu of cardboard carrying boxes, reusable totes made from recycled materials are given to customers who purchase wine at the estate. Wine capsules are even recycled by our vendor, and used corks sent to ReCORK America for repurposing in household goods.

REDUCING YOUR FOOTPRINT AT HOME

By Vineyard Manager Dana Grande



Composting is one of the easiest ways for individuals to reduce consumption habits. By turning kitchen scraps into plant food, energy use is reduced by eliminating the need to transport waste from home to plant and from plant to landfill. Landfill waste is also reduced as a result. And it benefits the earth—literally.

Here on the estate, we've been composting since 2004. We compost our grape and olive pomace with green waste from the winery gardens and landscape. This is our primary source for providing nutrients to the soil in the vineyards each spring.

Compost can be a pile in a back corner of your yard or a small mound in a planter container. Good compost will include a variety of “ingredients,” from dry leaves and grass to kitchen scraps, such as banana peels, egg shells and coffee grounds.

To begin the process, the temperature needs to reach at least 140°F, which takes about two weeks to achieve once the materials are first accumulated. This is how hot it must be for the microbes to kill the bacteria you don't want to introduce into your soil and break down matter.

A consistent temperature needs to be maintained. Having sufficient moisture and aeration aid this. If compost dries out, the temperature will decrease. Adding water will increase the moisture level and bring up the temperature. Compost should never be “wet.” The moisture level should feel like a damp sponge.

It's critical to aerate compost by turning or mixing it on a frequent basis. This provides oxygen to the microbes and aids the break down process. Compost should never have foul odors: In fact, finished compost smells much like dirt or earth. If there are bad odors in your home pile, it is likely that the pile needs to be mixed.

To learn more about our compost efforts, watch our video about how we compost here at Jordan. Or, feel free to email us if you have any questions.



GO DEEP INTO WINEMAKING WITH OUR VIDEOS:

FARMING VINEYARDS FROM THE SKY
LEAF PULLING
VERAISON THINNING
NEW BARREL TESTING
COOPERAGE BARREL SELECTION
THE ART OF TALLOWING

WHAT'S COOKING IN THE CELLAR

Since day one at Jordan Winery, we have practiced the old-world art of tallowing to seal our oak tanks. This process involves molding a combination of bees' wax and paraffin into cylinders, or “snakes.” Each snake plays a vital role in the ancient casks we use for malolactic fermentation and blending: forming a tight seal between the inside perimeter of the wooden door and its circumference.

Cellarmaster Patrick Fallon (*pictured*) oversees the making and molding of tallow each winter. An avid cook, Patrick recently realized that the shape he was trying to achieve in making the snakes was very similar to the shape of gnocchi he made at home.

This inspired him to head to the kitchen and borrow a large cutting board from Chef Todd Knoll, which was used to roll out the tallow by hand. As he kneaded, his hands warmed the tallow, making it more pliable before rolling—just like pasta making. And, once again the art and science of wine and food are married.



Faces around the WINERY

JOHN DUCKETT

ENOLOGIST

John Duckett came to Jordan as a harvest intern directly after receiving his B.S. in Viticulture and Enology from University of California at Davis in 2009. After harvest at Jordan, John spent four months working in New Zealand wine country before returning for the 2010 harvest at Jordan, where he quickly accepted the enologist position. John's main focus is managing the wine laboratory where he performs analysis on everything from grape samples to bottled wine. John grew up in Santa Rosa, California, and enjoys home-beer brewing and snowboarding.



PETE YEN

ESTATE SOMMELIER

Estate Sommelier Pete Yen joined our family in November 2009, shortly after receiving his certification through the Court of Master Sommeliers. In addition to hosting many of our visitors for winery tours and library tastings, Pete performs lunch and dinner service for our Jordan Estate Rewards members and trade guests. While expertly pairing our many vintages with the complex dishes from Chef Knoll, Pete also selects our digestifs and fine cigars for dinner guests. An avid golfer, Pete also enjoys discovering new wines of the world.

LISA MATTSON

COMMUNICATIONS DIRECTOR

An avid storyteller and videographer, Lisa Mattson joined Jordan in November 2009 to enhance our in-house expertise in all aspects of communications and marketing. Lisa, with the help of her staff, captures day-to-day estate activities and shares them through video and social media. If you send us comments on Twitter or Facebook, Lisa is the person who responds as Jordan Winery. A native of Kansas, Lisa resides in Santa Rosa, California, and enjoys spending weekends on photography expeditions with her husband.



LEONEL CAMARGO

GARDENER

Leonel Camargo has had a hand in nurturing our estate's foilage for more than a decade. He began working on the winery landscape with Isabel Mesa in June 1999. When we started the garden he showed a lot of interest, as well as more talent as a gardener than a landscaper, so it was a natural transition. For many years now, he has solely maintained the garden, orchard and guest home landscaping. His next project will be to maintain the new green house, which will be installed in late spring.

Sommelier's Cart



When hosting guests in our dining room, Estate Sommelier Pete Yen uses a mahogany wine cart to serve wines elegantly and efficiently. Pete never begins wine service for an epicurean affair without these wine service essentials on his moveable cart.

2002-2003-2004 CABERNET SAUVIGNON IN GIFT BOX

This trio of vintages truly demonstrates the relationship between Mother Nature and winemaker. Considered a vintage of patience, 2002 possesses concentrated, black-cherry fruit characters, while 2003 has more finesse and red cherry notes due to a cooler growing season. 2004 weather patterns yielded an elegant wine with classic cherry notes and softer, sweeter tannins. This wooden gift set stores perfectly for display on the bottom rack of a sommelier cart or in your cellar. \$394

store.jordanwinery.com



LAGUIOLE CORKSCREW

The finest corkscrews in the world are made by French craftsmen at Laguiole. From \$150

www.wineenthusiast.com



JORDAN MAGNUM DECANTING SET

The Jordan Magnum Decanting Set features a magnum of the celebrated 2001 Jordan Cabernet Sauvignon, as well as an engraved magnum decanter by Riedel, a silverplate decanting funnel for magnums, a silver coaster adorned with grapevine leaves and tendrils, Jordan's "The Art of Decanting" book and more. All your wine cart needs in one collection. \$895

store.jordanwinery.com

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.

Riedel Vinum Chardonnay Glass, \$24

Riedel Vinum Cabernet Sauvignon Glass, \$29

store.jordanwinery.com



AVAILABLE FOR INDIVIDUAL PURCHASE:
Riedel Magnum Decanter, \$200 *
The Art of Decanting Book, \$16.95
Healdsburg Silver Magnum Decanting Funnel, \$275 *
Jordan 2001 Cabernet Sauvignon (1.5L), \$ 219

** Limited availability. Please call 800.654.1213 to inquire.*



The Chef's Pantry



DEAN & DELUCA SALT ESSENTIALS COLLECTION

Chef Knoll loves the nuances different sea salts bring to cooking and often procures his own sea salt from waters around the world. When homemade supplies run low, he turns to Dean & DeLuca's Salt Essentials Collection, which includes Pyramid-shaped Cyprus Flake Salt, Murray River Salt from Australia, Fleur de Sel from France, and coarse Himalayan Pink Salt. About \$60.

www.deandeluca.com

PENZEYS SPICES

The J. Peterman of spices, Penzeys began seeking out the world's best spices in the late 1980s and have become the go-to source for in-the-know cooks. One of Chef Knoll's staples is Turkish Aleppo pepper chili flakes, which have the depth of fine, dried chilies without extreme heat; they're great on pizzas, fire-roasted garlic bread or in marinades for chicken, fish or pork. About \$5 (1/2 cup).

www.penzeys.com



Since Roman times, the phrase "worth his salt" has been used to measure value. Is it any wonder that a chef's use of salt can make or break a kitchen? Some cooks might argue salt is the most critical ingredient in the kitchen. Jordan Executive Chef Todd Knoll shares his favorite salt purveyor, along with five other indispensable pantry items.



Yuzu

Chef Knoll's favorite Asian fruit, yuzu citrus is the key ingredient in Jordan Ponzu and numerous house marinades and vinaigrettes. Once difficult to obtain, yuzu is now readily available at most farmer's markets or online in juice form. Our chef recommends the unpasteurized juice, as it retains nearly all the flavor of the fresh fruit. About \$14.

www.amazon.com

KINTREX THERMOMETER

Why leave cooking to chance when you can use a non-contact thermometer to read the temperature on meats, sauces and just about anything else you cook? About \$50.

www.amazon.com



CADCO ELECTRIC COOKTOP BUFFET INDUCTION RANGE

This is a must-have for anyone who entertains and wants to serve hot food without an open flame on the table. It heats fast and cools quickly. About \$330.

www.everythingkitchens.com

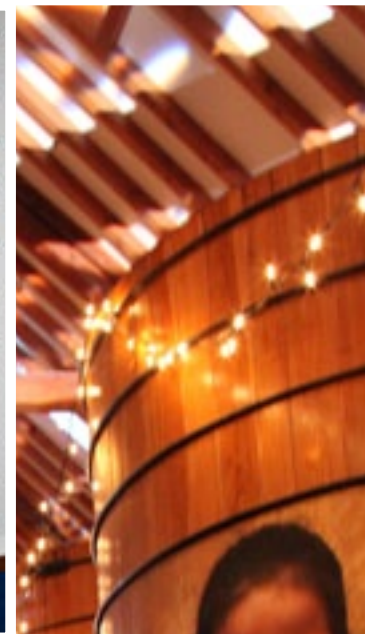


MICROPLANE ZESTER

Intended for woodwork, this simple utensil was rediscovered as a kitchen gadget. It is unbeatable as a lemon zester, cheese grater and more. About \$9.

www.microplane.com





Mutineer

Blue Carpet Fundraiser
Dinner benefiting
A Child's Right

Aloha

Christmas at Jordan

Estate Events



Spring

at Jordan



events



calendar

Jordan wines will be showcased at many events across the country. A few highlights are included below, and a complete list of upcoming events can be found on our website. Email us if you'd like to be notified when a Jordan event is happening near you.

WINE ENTHUSIAST TOAST OF THE TOWN
San Francisco, CA
April 7, 2011

CÔTES DU COEUR
Dallas, TX
April 8-9, 2011

PEBBLE BEACH FOOD & WINE
Pebble Beach, CA
April 28-May 1, 2011

WINE & SPIRITS TOP OF THE LIST TASTING
New York, NY
May 10, 2011

SPRING AT JORDAN
HEALDSBURG, CA
MAY 14, 2011

NEW ORLEANS WINE & FOOD EXPERIENCE
New Orleans, LA
May 24-28, 2011

KAPALUA WINE & FOOD FESTIVAL
Maui, HI
June 9-12, 2011

FOOD & WINE CLASSIC IN ASPEN
Aspen, CO
June 17-19, 2011

TAJ CAMPTON PLACE JORDAN DINNER
San Francisco, CA
August 1, 2011

SONOMA WINE COUNTRY WEEKEND
Sonoma County, CA
September 2-4, 2011

CHICAGO GOURMET
Chicago, IL
September 23-25, 2011

RETROSPECTIVE TASTING AT JORDAN
HEALDSBURG, CA
WINTER 2012



JORDAN VINEYARD & WINERY
1474 Alexander Valley Road • Healdsburg, CA 95448
800.654.1213 | info@jordanwinery.com

We welcome guests for Tours & Tastings by appointment