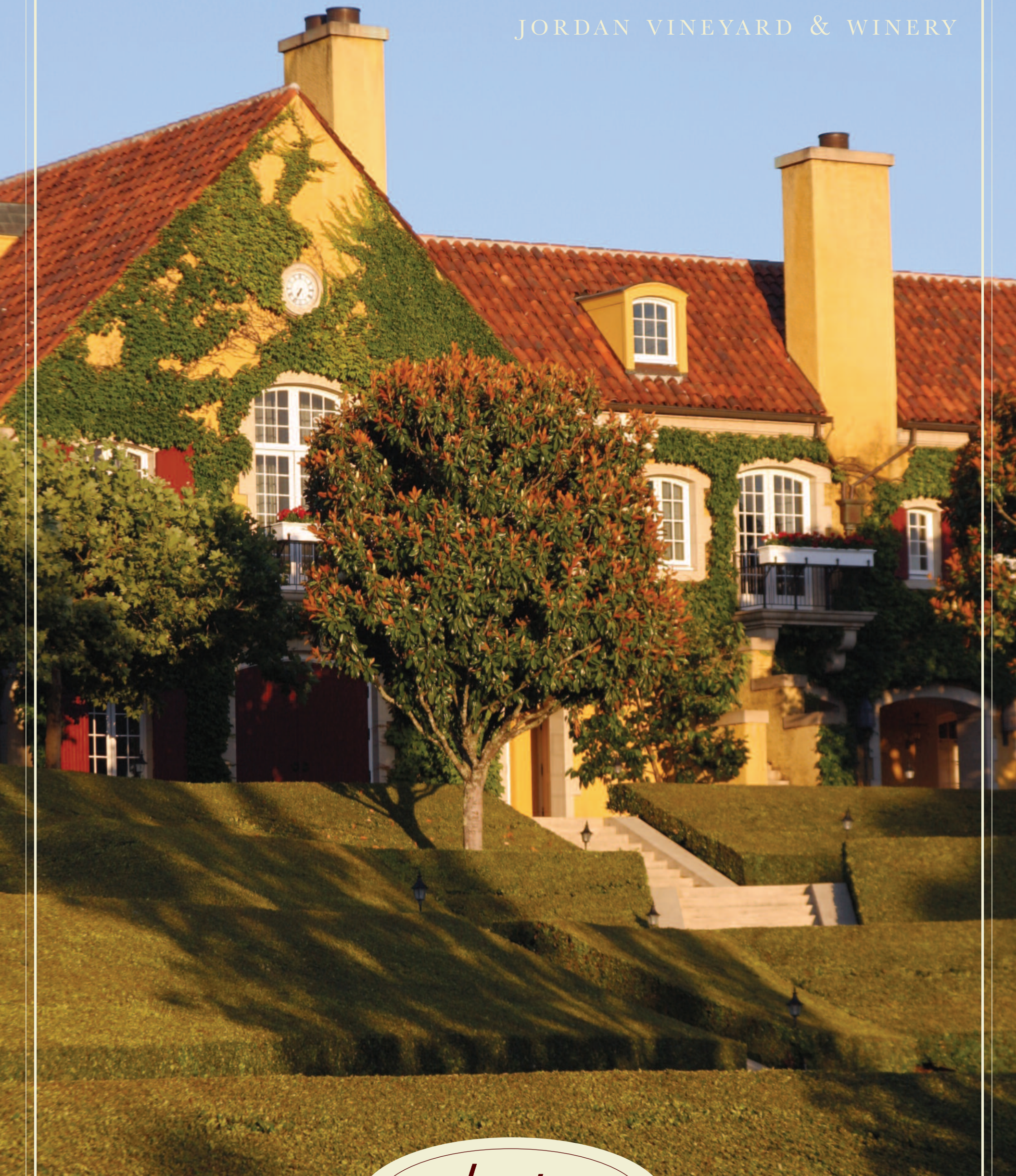


ESTATE TALES

JORDAN VINEYARD & WINERY



VOLUME 3 ✱ 2007

Jordan[®]

JordanWinery.com

Founder's Corner

FROM TOM JORDAN



August 2007

As you might guess, the activity in vineyards and wineries is largely driven by the yearly planting and harvesting cycle. Winter is the time for pruning. Spring brings bud-break. Summer sunshine develops the fruit. And, of course, fall finds the maturation complete and the time of harvest.

This harvest will be the 31st at Jordan, and it seems to me that the time between harvests is shrinking at an ever-increasing rate. I obviously cannot scientifically prove this; but, I suspect my older counterparts can confirm my perception.

Nevertheless, harvest is always a time of joy and concern. There are the worries that rain can affect quality, and there are countless other things that could possibly go wrong. But each year, joy takes over once the grapes are in and the quality and quantity is finally a reality.

One of my favorite pleasures during "crush" time is the daily harvest lunch. The winery chefs create some very hearty menus because their clients are engaged in strenuous work.

Please enjoy the third issue of *Estate Tales*, and we hope you experience as much joy drinking our wines as we do making them.

Cheers,
Tom Jordan



Q&A with John Jordan



There's a new face at Jordan Winery, but it's anything but unfamiliar. Tom Jordan, who founded the winery in the early '70s, has turned over the winery to his son, John Jordan. John, who officially took the reins in 2005, is now working to further the legacy of Jordan Winery, staying true to its roots but also leading the business unequivocally into the future of modern winemaking.

You grew up at the winery. How has that affected where you are now?

While I did spend many years at the winery while growing up, I have been very fortunate to be able to gain a large amount of outside experience. After high school, I received my B.A. at Occidental College in Los Angeles. I continued my education by attending law school and receiving my J.D. from Empire College School of Law and an M.B.A. from the University of San Francisco. And before I returned to the winery as CEO, I was successfully practicing law. The winery and my family have always been my home though, and I'm happy to be able to come full circle and be home again.

What are your other interests?

Anyone who talks with me for more than five minutes will quickly discover my four biggest passions: Wine, family, flying and fishing. Wine is obvious, since it has been part of my life since I was born. Of course, I really enjoy sharing a bottle with my family. I have dinner at my dad's house quite often—at least four nights a week—and I love that I have the opportunity to share this time with him. Next is definitely flying. I received my pilot's license when I was 18 years old, and it's been my favorite hobby ever since. As for fishing, we have a lake on the Jordan property that is filled with largemouth bass, so I'm lucky to have one of my favorite fishing holes within walking distance.

What kinds of conversations happen around the Jordan family's table?

Funny enough, our dinner conversations rarely have anything to do with the winery. Dad and I are both avid history buffs, focusing mostly on 20th century history, from the Russian Revolution to the Cold War. We are always exchanging books, theories and new discoveries. Actually, to be fair, it's more Dad giving me books to read than the other way around.


What are some of the things you're currently focusing on at the winery?

We've recently taken steps to improve our hospitality operation. Jordan Vineyard & Winery has always had a reputation for creating a luxurious experience for our guests, but it's never good to rest on your reputation. When you visit our estate, you leave your worries behind. We've also worked to renew our focus on our attention to detail. Improving all of the little things helps to create the ultimate guest experience at the winery, and we know how important that is. As a former naval officer, I have an eye for detail, and I bring that type of detail-conscious mentality to the job. Essentially, we took a clean sheet of paper to the whole visitor experience and conducted an overhaul to make it more interesting, fun and unique.

What makes Jordan wines different from other California wines?

We've always fought to keep Jordan Winery true to its original vision, staying away from trends and fads in the market. Jordan is about the marriage of food and wine, and our wines are never about being big, over-the-top Cabernet Sauvignon or super buttery Chardonnay. Instead, our wines are designed to enhance the flavor of the food, not dominate it. We look for a balance in our wines, and introduce a higher acid to allow this marriage between food and wine to work most effectively.

How do you see the future of Jordan Winery?

At the end of the day, we simply want to be the best Jordan Winery that we can be. Our winemaking staff, led by Rob Davis since the winery's first vintage in 1976, is passionate about ensuring that we are making the best wine that we can, year after year. To be able to do this successfully, we allow our team the flexibility to try new techniques, new vineyards, new blends—whatever they need—all with the focus of producing a wine that maintains our style and roots. My mission in life is to ensure the survival of my dad's legacy, and I will do everything I can to make sure that happens. 



Organic Garden & Conservation

The kitchen on the Jordan Winery estate feels more like one you would find in a home than in a business. Absent are the usual cold steel appliances, and in their place, warm tile and modern wooden cabinetry make the space feel both inviting and professional. At the kitchen's central island, executive chef Todd Knoll is hard at work drawing out the day's meal on a large artist's sketchpad. "It's just the way I think," Todd says, explaining his unconventional technique. "Everyone around here calls me 'the architect.'"

After the dish is perfectly planned both in his mind and on paper, he heads down to the garden to collect his ingredients. "We grow everything we can in this garden: fruits, vegetables, even herbs," Todd says, as he begins picking

peaches and oranges for his dish. "The idea of going back to nature is very prevalent at the Jordan estate. This garden is a big part of it, and we keep it as natural as possible. The space is entirely hand-weeded, and we use by-products from winemaking as compost."

This idea of preserving nature and minimizing impact on the land reaches far beyond the confines of the Chef's garden. Next to the garden is the estate's own water treatment system, and the vineyards also use composted pommace (grape skins and seeds) to aerate the soil and provide nitrogen and other nutrients. "It's the best compost material in the world, and it helps



complete the whole cycle," says Winemaker Rob Davis. "So much of what we use here is all-natural—from the corks we use to the yeast, there's really nothing manufactured."

Back in the kitchen, Todd is preparing a meal of soft-shell Maryland blue crab

with a brown butter citrus sauce and roasted peaches with lemon verbena ice cream and vanilla glaze for dessert. "Whatever ingredients we can't grow here at the winery, we buy locally or have them flown in," Todd says. "But everything we use is incredibly fresh. Seafood like this will be swimming in the morning one day and on the table in our dining room the next."



Meyer and Lemon Verbena Ice Cream

from Chef Todd Knoll

3.... cups organic heavy cream
1.... cup organic whole milk
1.... cup lemon verbena leaves, packed
1.... cup sugar
7.... egg yolks
1.... whole egg
1.... Meyer lemon, juiced, zest reserved
Pinch Kosher salt

Prepare an ice bath to chill base. Bring milk, cream and lemon verbena to a simmer over medium heat, remove and allow to steep for 20 minutes. Chill base in the ice bath and infuse for 8 to 24 hours. In a non-reactive bowl, whisk together yolks, whole egg, salt and sugar. Bring base back to a simmer over medium heat. While whisking, slowly pour 1/4 of base into the egg mixture. Once well incorporated, whisk tempered cream/egg mixture back into remaining

base. Return to heat and while stirring, bring custard to 170 degrees or until it coats the back of a wooden spoon. Quickly chill to 40 degrees and adjust with Meyer lemon juice and zest. Churn custard in an ice cream machine until it reaches the consistency of "soft serve." Pack and freeze for 2 hours to become firm.



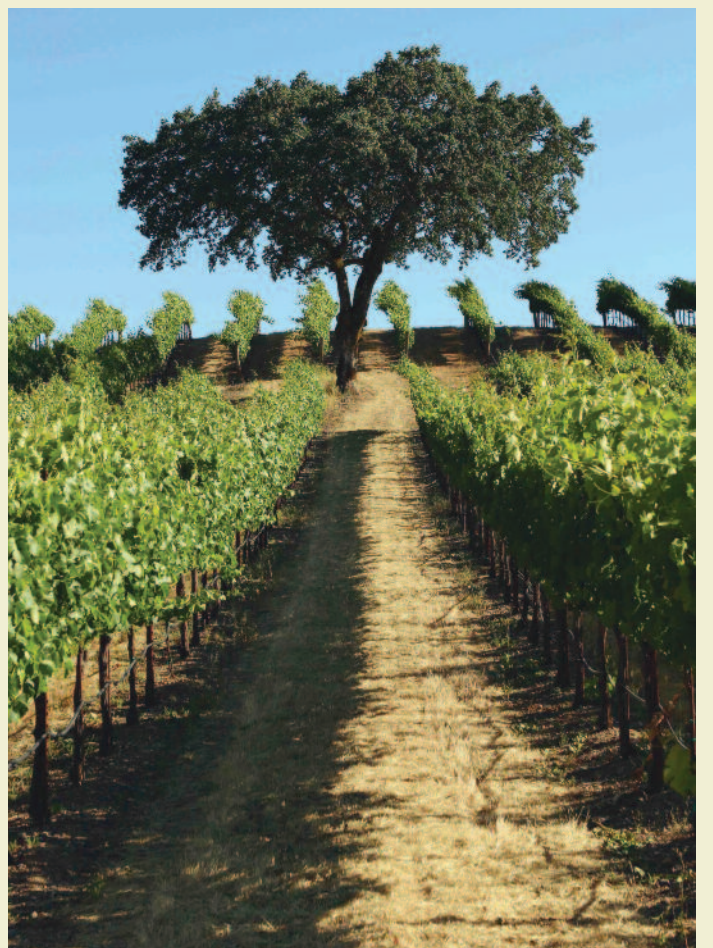
Standing Strong

One of the things that attracted Tom Jordan to the land that would eventually become the Jordan Winery estate was its profound beauty; the idyllic setting was the perfect backdrop for what he hoped would one day be the home of a world class winery. And so, when making that dream come to life, Tom was prepared to take any necessary steps to ensure that the beauty of the property was never sacrificed for the sake of his business.

"Jordan Winery has always strived to be respectful and reverent of its environment and the natural landscape," says John Jordan. "This oak tree photo tells that story."

The Jordan estate is blessed with many towering oak trees—trees, like this one, that have been on this land much longer than the Jordan family has. When planting their vineyards, the Jordans took care to plant vines around the trees, allowing both the trees and the vines to grow and flourish together. This idea is all part of the Jordan philosophy. It's a part of what makes this estate so special, and what makes it so uniquely Jordan.

"This oak tree photo tells that story."





Creating a Legacy



Winemaker Rob Davis reveals the history of winemaking at Jordan and the man who inspired it all

By Lizzie Carlson, Photos by Jamie Elvidge

Almost four decades ago, Tom Jordan studied the wine list at San Francisco's legendary Ernie's restaurant. A West Coast institution made famous in Alfred Hitchcock's "Vertigo," the eatery was housed in one of the only commercial buildings to survive the horrific fire in 1906. It's only fitting that a supper club with such a storied past would also be the site of a new birth: the inspiration for Jordan Winery.

Upon the suggestion of the restaurant's sommelier, Tom chose a 1968 B.V. Georges de Latour Private Reserve Cabernet Sauvignon made by wine Maestro André Tchelistcheff, a legend in California winemaking. Tom had recently traveled throughout France's wine country, and had fallen in love with the style and beauty of French wines, especially those from the Bordeaux region. He'd since been entertaining the idea of creating a similar wine in California's then up-and-coming wine country—but he wasn't sure if it was possible. After tasting André's wine, Tom no longer had any doubts—he knew that he could make incredible wines in California's Alexander Valley region, but only if he had André as his winemaker. And with that first taste, that first swirl of André's perfect wine, Jordan Winery had begun.

Now, 33 years after the first row of grapes was planted on the Jordan estate, Winemaker Rob Davis sits in the winery's rich library, a sun-filled room decorated with mahogany accents and plush upholstery. Around the walls, antique winemaking artifacts and photos tell the story of the history of California wines. Rob echoes their narrative, telling, instead, his own history with Jordan Wines, and that of the man who inspired him all along the way.

"One of the best things Tom Jordan ever

could have done was hire André Tchelistcheff," Rob says. "I don't think he could have created a better wine with any other winemaker."

After falling in love with André's wine, Tom began taking steps to make his vision a reality. André was wary of taking on the entire job himself, as he was already in his 70s at the time. Eventually, he decided to act instead as a consultant and mentor a budding winemaker of his choosing.



Above: Rob Davis, André Tchelistcheff and Vineyard Manager Walter Tamangi during the 1980s.
Left: Assistant Winemaker Ronald DuPreez and Winemaker Rob Davis walk in the vineyard.

In 1976, Rob Davis was one of 16 graduates of the University of California at Davis' fermentation science program, and he was handpicked to serve as André's right hand, his student, his protégé, and, eventually, the man to carry on his legacy.

The two bonded immediately. "He was more than 70 years old, but he was a man with so much information to give and so much passion for life that I really enjoyed being around him," Rob says. "Working with him was to enjoy the same

type of atmosphere I had at the university, one where I was constantly learning and being challenged."

With that bond, they worked together to first create, and then continue, the growing tradition of fine Jordan Wines. Now, so many years later, Jordan Cabernet Sauvignon and Chardonnay are staying true to the vision Tom Jordan dreamed of that night at Ernie's. This year, Jordan Winery topped *Wine & Spirit's* restaurant poll of top-selling brands. The Jordan brand snagged the first overall slot, and in the individual categories, the Cabernet Sauvignon was ranked second and the Chardonnay placed fifth.

While Rob Davis successfully completed his transition from apprentice to master winemaker many years ago, he's now shifting into a new role—that of teacher. In 2003, he hired assistant winemaker Ronald DuPreez from South Africa's Stellenbosch University. He was the perfect man for the job. "Ronald has the same passion for the wine that I do, the same passion that André had," says Rob. And Ronald's lilting South African accent aside, he's now a true Northern Californian at heart. "Rob is one of the main reasons why I have loved working here so much," says Ronald. "He's an incredible winemaker and an even more incredible mentor."

André died in April of 1994, and "he was working until the day he died," says Rob. "He had such a passion for it." But in spite of his death, Rob's wine will always carry the spirit of André Tchelistcheff. "To me, he's still alive. Ronald and I will be in the vineyard tasting, and I'll just feel that he's there tasting with us," says Rob. "I've been through the school of Davis, and then the school of André, and I'm still going through that. He'll always be with me."

Treat Yourself

REFLECTIONS FROM ROB DAVIS, WINEMAKER

Drinking wine is such a fulfilling experience. First, you have the sounds of the cork dislodging from the bottle and the wine coursing into the glass. Then you swirl it to release the aroma and take that first sip, feeling the wine move across your tongue and through your senses.

When sampling a new wine, tasters should refrain from classifying it as either “good” or “bad.” Though temptingly simple, this notion goes against the most basic principle of taste: that it is an intimate and even private experience that incorporates all of our five senses and is unique to each individual.



The most important rule of drinking wine is to trust your palate. We, as humans, are all born with a great palate that has incredible sensitivity. Your palate is your own best measure of taste—and the only opinion you should really listen to when making decisions about wine. There is no right or wrong; if a wine smells and tastes good to you, then it is a good wine.

Another trustworthy companion in the experience of drinking wine is our sense of smell. We have evolved this tremendous sense of smell that is very often taken for granted. Eighty percent of flavor detection comes from the nose, so try not to cheat yourself of this luscious experience. I must also emphasize how important glassware is—it needs to be completely devoid of any kind of aroma or cupboard smells in order to experience the unadulterated smell of the wine.

Now, go pour yourself a glass and take the time to enjoy it completely, using all of your incredible senses. Even better, make an appointment and come sip some wine with us during a tour or wine tasting. I would tell you how wonderful Jordan wine is, but instead encourage you to trust your own palate and judge for yourself.

Best Regards,
Rob Davis
Winemaker, Jordan Winery

Current Releases

2003 Cabernet Sauvignon

The 2003 Jordan Cabernet Sauvignon spent four days in stainless steel tanks to complete primary fermentation, followed by three weeks in large, oak upright tanks for malolactic fermentation. The wine was aged in 68 percent French and 32 percent American small oak barrels for twelve months, then in the large oak uprights for an additional three months. After wood aging, it was bottled and held for another seventeen months before being released.

The continued addition of fruit from hillside vineyards and the blending of Merlot, Cabernet Franc and Petit Verdot with the Cabernet Sauvignon are responsible for the well-integrated flavors, deep color and full mouth feel of the 2003 vintage. The vibrant blueberry qualities of the Petit Verdot marry well with the soft, alluring flavors of Merlot and contributes to the complexity of the masculine, tannic nature of the Cabernet Sauvignon.

The 2003 Cabernet is very rich in texture with opulent flavors, a restrained framework of oak and a lingering finish of subtle earth, cigar tobacco and cedar.

2005 Chardonnay

With the release of the 2005 vintage of Russian River Valley Chardonnay, Jordan Vineyard & Winery has again accomplished the goal of producing a beautifully balanced, crisp Burgundian style of Chardonnay.

The 2005 growing season started in March and ended in late October; but the month of June is what defined this vintage. Six inches of rain fell on the North Coast, pumping water into the vines and almost doubling the size of the clusters. All of the fruit was picked in the early morning hours and arrived at the winery in crisp, cold, pristine condition.



In our cellar, free-run quality juice was extracted from the cool, handpicked grapes using our new, technologically advanced Willmes press. Among other benefits, this press extracts juice at very low pressure in a short period of time; the result is an ultra-premium juice that is very low in bitter and astringent tannins. Fermentation occurred in small French oak barrels (37 percent new) and aged with extended sur lie contact for five months to add an understated, creamy texture to the mid-palate. Partial malolactic fermentation permitted the wine to retain its natural, crisp acidity—a hallmark of Russian River Valley fruit. This acidity contributes to the mineral flintiness and clean finish of the wine.

The citrus and mineral bouquet includes delicate aromas of crisp green apple, kiwi, honey and lightly toasted oak. The balance of green apple fruit and crisp acidity provide lasting flavors that will complement the table fare of any home or restaurant.

Recipe from the Estate

CHESAPEAKE BEURRE NOISETTE

- 1 1/2 cupsValencia orange juice
- 4shallots, finely chopped
- 3/4 lb.unsalted butter
- 1 tablespoonJordan Extra Virgin Olive Oil
- 2 tablespoons ...Old Bay Seasoning
- 2springs of fresh thyme
- 1bay leaf
- 1 teaspoonfleur de sel
- 1/2 cupJordan Chardonnay

1. In a non-reactive saucepan, reduce orange juice to 1/3 cup and reserve.
2. In a sauté pan over medium heat, melt 1 tablespoon of butter with the Jordan Olive Oil.
3. Add shallots, thyme, bay leaf and Old Bay and while stirring, caramelize shallots.
4. Add Jordan Chardonnay and reduce until nearly dry.
5. Then add reduced orange juice and remaining butter while minding the bottom of the pan. Cook until milk solids have browned and beurre noisette is fragrant with herb and spice.

CHESAPEAKE BEURRE NOISETTE MAY BE PREPARED IN ADVANCE, CHILLED AND TIGHTLY WRAPPED FOR 48 HOURS.



Olive Oil

Cultivating olive oil is an ancient process dating back thousands of years, and one that we at Jordan Winery are proud to continue. Long revered as an elixir with almost mystical powers, the ancient Greeks believed it would enhance strength and applied the liquid to athletes' skin. Homer said it best when he deemed olive oil "liquid gold." Its worth is not only found in its rich flavor, but its wealth of health benefits. Modern science has revealed that olive oil increases good cholesterol, helps lower blood pressure and contains antioxidants that help prevent cancer. At Jordan Winery, we strive to create olive oil of the highest quality.

On the heels of our successful 2006 grape harvest, the harvest of our olives began on November 17th and, in a race with impending frost,



**GOLD MEDAL WINNER (Los Angeles County Fair)
2006 Jordan Extra Virgin Olive Oil**

was completed in five days. This will be the first year in which all of the olives used in our blend were milled on the stone. Even though it was a more costly process than milling on the blade, it resulted in oil that is concurrently more flavorful and delicate.

Our California Certified Extra Virgin Olive Oil is ready to enjoy just three months after milling. A classic blending of 55 percent Leccino, 40 percent Frantoio and five percent Pendolino, this oil shows fruit in the nose, green and ripe notes, a hint of characteristic pungency and citrus peel in the finish. Jordan Extra Virgin Olive Oil is available Winery direct for \$25 by calling 800-654-1213 or by fax at 707-431-5259. It can also be purchased online at www.JordanWinery.com. There are no shipping restrictions on olive oil.

Pulling Rank

Each year, *Wine & Spirits* magazine conducts a restaurant wine poll to determine the wines ordered most often in the most highly celebrated restaurants in the country. And each year, both of Jordan's wines place highly on the list. This year, however, Jordan received its first number-one ranking, snagging the top overall spot for the brand as a whole.

"We've always placed well," says Gordon Palmateer, director of sales and marketing for Jordan Winery, "but this is our first time ranking first in the overall category. We're incredibly proud of this new achievement."

Additionally, Jordan wines also placed in each of their respective individual categories: Jordan Cabernet Sauvignon placed second, and Jordan Chardonnay came in at fifth. "We're proud of both of our wines," says Gordon, "and it's an honor to see that restaurant patrons enjoy them as much as we do."





Jordan Products

2003 ALEXANDER VALLEY CABERNET SAUVIGNON | 750mL | \$50.00

The 2003 Cabernet is very rich in texture with opulent flavors, a restrained framework of oak and a lingering finish of subtle earth, cigar tobacco and cedar.

2005 RUSSIAN RIVER VALLEY CHARDONNAY | 750 mL | \$27.00

The citrus and mineral bouquet includes delicate aromas of crisp green apple, kiwi, honey and lightly toasted oak. The balance of green apple fruit, and crisp acidity provides lasting flavors that will complement the table fare of any home or restaurant.

2001 SONOMA COUNTY CABERNET SAUVIGNON | 1.5L | \$135.00

The bouquet offers complex notes of cassis, black cherry, currants and chocolate. It is richly textured with lush, ripe flavors of blackberry, blueberry, Bing cherry and cassis. Slight earthy notes of tobacco and cedar and a subtle framework of oak complete this sumptuous wine.

JORDAN VERTICAL COLLECTION | Six-Pack | \$350.00

Exhibiting balance and complexity, our Cabernet Sauvignon from 2000, 2001 and 2002 is marked by the inclusion of complex hillside fruit. Savor now or hold for 10-plus years!

2006 EXTRA VIRGIN OLIVE OIL | 375 mL | \$25.00

A delicate blend of 55 percent Leccino, 35 percent Frantoio and 10 percent Pendolino, this oil has a lot of fruit in the nose, both green and ripe, and a hint of pungency in taste that adds a ray of sunshine to any meal.

Tours and Tastings

We invite you to call for an appointment so that you may enjoy one of our tours or tastings during your visit to wine country: (800) 654-1213 or (707) 431-5250. Advance reservations are highly recommended.

JORDAN WINERY TOUR

11:00 AM – 12:00 PM, by appointment only

\$25 per guest

Join us for a tour of our winery and splendid estate and enjoy a tasting of our current release Chardonnay, Cabernet Sauvignon and Estate Grown Extra Virgin Olive Oil. Our chef will prepare "little tastes" to pair with the current wines, as well as an older vintage Cabernet Sauvignon selected from our Library.

JORDAN WINERY LIBRARY TASTING

Call for available times

\$20 per guest

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

Jordan will be pouring at the following events:

6-8 **SARATOGA WINE & FOOD FESTIVAL**
september Saratoga Springs, New York

26-28 **SANTA FE WINE & CHILE FIESTA**
september Santa Fe, New Mexico

28-29 **NEWPORT WINE & FOOD FESTIVAL**
september Newport, Rhode Island

29 **AMERICAN WINE & FOOD FESTIVAL**
september Los Angeles, California

8-10 **NEW WORLD WINE & FOOD FESTIVAL**
november San Antonio, Texas

10-11 **ART OF FOOD & WINE**
november Palm Desert

Jordan®



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