

Jordan[®]

ESTATE TALES

VOLUME 7 • 2012

SPRING
RELEASES
and more...

THE ART OF
BLENDING

MEMBERS SHARE
MEMORIES

DISCOVERING
DEHYDRATION



Jordan®

jordanwinery.com

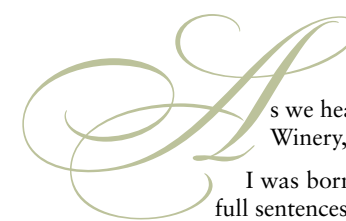
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volume 7
2012

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Be sure to visit jordanwinery.com/40 to learn how you can celebrate with us.

View the digital newsletter at jordanwinery.com/news/newsletter.



As we head into spring, the season of renewal, and begin to celebrate the 40th anniversary of Jordan Vineyard & Winery, it's ironic that my memories of the estate keep returning to giant tractors.

I was born the same year my parents, Tom and Sally Jordan, bought the property and was just learning to talk in full sentences when they began construction of the winery.

I can remember being in awe of the size of those Caterpillars®. The tires were at least twice my height. I was so amazed by the sheer size of that enormous piece of equipment, one of the operators let me sit on his lap for a few minutes so I could get a better view of the entire machine.

Nearly four decades later, that same sense of awe fills me when I drive up the road each morning. Some days, I take different routes through the estate to see it from a new perspective. Each time I pass a familiar spot I am reminded of how nature has a way of evolving so gradually that everything appears to be the same, and yet there are subtle differences caused by the changing light or seasons.

Lately, I've been driving by the new cattle pens first thing in the morning. I'm very excited by their presence and am looking forward to growing the herd. I've been contemplating adding some sheep and goats this year. Not only is having the animals on the estate another sustainable component of our entire ecosystem, but we could craft our own cheese for tasting pairings too.

This year holds a lot of promise. We have some very special plans to celebrate our 40th birthday, as well as a bevy of other

events where we'll pour our wine, keeping company with the best of the wine and food world. Be sure to visit jordanwinery.com/40 to learn how you can celebrate with us.

Our use of technology continues to evolve, as you'll learn when you read how our viticulturist Brent Young is making it work for us in the estate vineyards. Executive Chef Todd Knoll has discovered a new piece of kitchen equipment and has once again wowed me with his ability to experiment and expand his repertoire, building our culinary program into the most robust and innovative in Northern California. You'll know what I mean when you read about his latest kitchen toy, a dehydrator.

Our Jordan Estate Rewards program continues to grow, and you'll find exciting news about the program in this issue. Our revamped online store will premiere

this summer, and we're excited to give you a preview of our commemorative gifts, wines and wearables in the Chateau Boutique on page 14.

My parents had a vision for Jordan, the estate and our wines. It has been my pleasure to build upon their vision each time we add something new to our programs. One thing that has never changed is our commitment to making wines of greatness that are elegant, delicious and food friendly.

We decided early on to always make Cabernet Sauvignon with lower alcohol that is not over extracted, so it would be a harmonious part of the pleasures of the table. We've never wavered from that commitment.

We've also been true to our Chardonnay, always seeking out the best fruit sources and never resting on our laurels. Today our Chardonnay is one of the best to emerge from the Russian River Valley.

We hope you'll visit us soon and experience the many facets of our estate. We thank you for the support you've given us over the last four decades and we look forward to continuing our friendship for many more.

Cheers!

John Jordan



John with his parents, Sally and Tom Jordan

The **ART** of Blending

By Winemaker ROB DAVIS



If a wine book were to be published with the title “The Art of Blending,” its cover would likely show a winemaker wearing a white lab coat, using a glass pipette to carefully add, say, Merlot, drop by drop to a graduated cylinder of Cabernet Sauvignon, in an effort to produce a precisely balanced wine.

We have pipettes and cylinders in the Jordan laboratory, of course, and we are very mindful of the percentages of Cabernet Sauvignon, Merlot, Petit Verdot and Malbec that go into Jordan Cabernet Sauvignon. We monitor pH, acidity, alcohol and other levels in the wines before they go into bottle. But winemaking is not a recipe. My lab coat hangs on a coat rack untouched for many years. Instead, tracking goût de terroir (French for “taste of the earth”) from my boots through the lab to our tasting room, I reminisce back to the nascent days in the vineyards where the vintage began, long before the vines began to push out tender young buds.

This is where the art of blending truly begins.

André Tchelistscheff is still with me during my hikes and jogs up and down vine rows, as he has been for the 36 years I’ve been the Jordan winemaker. This



diminutive Russian-born enologist who brought Old World expertise to America’s winemaking industry in the late 1930s not only recommended me for the Jordan Vineyard & Winery position, he mentored me until his death in 1994. He continues to whisper in my ear when I make my daily vine inspections and every hour I’m on the crush pad or in the cellar: “Tannic wines don’t age; only wines of balance.” (See *Estate Tales* cover story, Vol. 6, 2011).

André was perhaps the first person in California to insist that wines are made in the vineyard—a statement that is repeated by most New World wineries. It’s true, of course, yet André’s point, which he constantly stressed to me over the years, was that great wines are balanced wines, and that balanced wines are made in the vineyard—not the cellar. If one waits until the grapes are harvested, the battle for balance is largely lost.

In a balanced wine, the fruit, tannin and acid elements meld together seamlessly, so that no one trait is dominant. The Jordan Cabernet Sauvignon style is highly aromatic and forward in blackberry and cassis fruit, with velvety tannins and immense drinkability when the wine is young. Yet our wines are also produced to age gracefully for years in the cellar; although tannins play a big role in preservation of a wine over time, they must start out in balance with the other components.

Blending for balance begins with immaculate care of our estate vines and insistence on the same from our growers. When I walk our 50-plus vineyard blocks, I’m already blending in my mind. I take into account soil, rootstock and clonal types, vine spacing, row orientation and exposure to sunlight. I project what pruning will do for crop loads, how leaf pulling will affect canopies, how dropping developing clusters will (or won’t) enhance quality in the remaining bunches, and how rainfall and irrigation will impact the grapes. It’s all done in the name



(clockwise, from right) Soil samples from Jordan's top vineyard blocks in Alexander Valley; Winemaker Rob Davis evaluates a Cabernet Sauvignon lot; a barrel sample is collected for laboratory analysis; Mazzoni Cabernet Sauvignon grapes during veraison.

of vine balance, which equates to wine balance. Precision farming, soil mapping, irrigation trials, and recommendations on rootstock and clonal choices are all crucial parts of our relationship with our growers. A wine of true greatness grows from the ground up.

All of my training with André, and the instincts he brought out in me, tell me to pick grapes when they are physiologically mature, and not a day sooner or later. As I taste through every vineyard's grapes in the weeks before harvest, I start projecting what each vineyard block and row will give us at harvest in the way of flavor, acidity, pH and tannin structure.

The vintage's blend really starts coming together in my head. By constantly sampling, I get a clear picture of how much of the grapes' natural acidity will remain after fermentation, as well as the amount and quality of the tannins. I have a pretty good idea in advance which vineyard lots will earn a spot in the final master blend of Jordan we bottle, based not only on observation of the vines' development during the growing season, but also on past performance of the vineyards.

Through every season, we are constantly reminded of the role family plays in wine-growing. Alex Vyborny and his son, Ben, harvest hillside Cabernet grapes alongside their crews. Bret Munselles' young daughters visit

our crush pad to taste fresh Merlot juice from their daddy's benchland grapes. The Mazzonis, the Millers, the Farrows too—all these wonderful families are vital components of an artful wine blend, even if their efforts occur behind the scenes.

During harvest, our Cellarmaster Pat Fallon diligently monitors the pressing of the grapes—a blend of sensory skills and technique in and of itself. Pat samples “press cuts,” or juice samples, from the press as it gently glides juice from the grapes. He stops the process when he begins to taste a bit of tar or black coffee in the juice—characteristics we don't want in our Cabernet Sauvignon. It is this constant vigil to quickly identify bitterness or overburdened tannins that guard our wine against the intrusion of excess.

Once the grapes are pressed and moved to tanks and barrels for fermentation, the lots are kept separate and tasted regularly by me, assistant winemakers Maggie Kruse and Ronald Du Preez, Pat Fallon and enologist John Duckett. This team participates in purely hedonic tastings in November of the young wine lots from that year's harvest. We evaluate only on pleasure, giving each glass an A, B or C grade. The lots are tasted after malolactic fermentation is completed and most of the carbon dioxide has blown off. The wine characters are completely bared without anything to hide behind. If there is something negative in the wine's quality, it will be exposed. In most years, I purchase approximately 10 percent more fruit than I think we will need, as a cushion against quality variances. If there is a mediocre tank of wine, it is declassified and sold to the bulk market. We don't spend any more time on a wine that does not meet Jordan quality standards.

Jordan's customers seek subtle pleasure in the wines, and if our team of tasters identifies lots that delight their senses, they will be in the final blend. If we're laughing, smiling and tickled with a wine in our glasses, that will likely be the reaction of the consumer. It is here where we identify those heightened aromas, flavors and textures that will reward the palate with images of Bacchus dancing with unbridled mirth.

Wine elicits a totally tactile response. The soul of man and woman is the senses, and wine stimulates them. When wine is at the dinner table, all senses are alive. We smell the butter, oregano and thyme of a dish, then pop the cork on a wine—and the audible quality is, “Oh, boy!” We start to anticipate the wine, saying to ourselves, “I can't wait for this glass of wine.” The majority of all wine is consumed with food; take that away, and half the pleasure is missing. Balanced wines are sure bets to be compatible with food.



The artistry of blending doesn't stop with determining which lots of Merlot are blended in to soften Cabernet Sauvignon's more dry tannins—or what percentage of Petit Verdot will be added to elevate blueberry flavors and dark color—and if the addition of that tiny lot of Malbec will give the final blend that extra gasp of elation. Critical to our Jordan style is the determining of our barrel “solera” for the vintage: the percentage of old and new oak plus the ratio of French and American oak barrels and how they will be incorporated to achieve the final wine's balance after a year of aging. Vintage after vintage, no formulas are employed. We blind test around a dozen of the top barrels from different cooperages and use a diverse array of fine-grained oak, primarily from the Nevers, Alliers, Vosges and Tronçais forests of France, which have an elegance that does not overpower the fruit intensity of our wine.

Unlike many other Cabernet producers, we also blend our favorite tanks of Cabernet Sauvignon and Merlot together in our historic oak casks, letting their flavors meld before the wines are transferred to small barrels for aging.

Each summer, when the time arrives to create the final master blend of a vintage before bottling, our winemaking team and I enjoy the sense of both accomplishment and anticipation of a wine we will wait another two years to uncork.

Then, I return to the vineyard to continue fine-tuning the next vintage's blend.



THE MODERNIST KITCHEN

DISCOVERING DEHYDRATION

By Executive Chef TODD KNOLL

Just as Venice was the port for the world's spice trade, Hawaii served as the crossroads for the exotic foods of the Far East. The preserved foods of Asia, once a necessity for travel, found their way into island cuisine. The British had their limes to combat scurvy, the Japanese their preserved ume plums, fermented soy beans, konbu kelp and ginger. The Chinese were never without their Chan Pui Mui—various preserved fruits at once sweet, salty and sour—ginger, ginseng, shiitake mushrooms and, of course, teas.

This strongly influenced the islands' cuisine. As a result, having been raised there, I am drawn to the intense concentration that only proper pickling, fermentation and preservation can yield.

Saving Harvest Flavors

I wasn't necessarily thinking about those foods in the fall of 2010, but as our culinary season began to wind down, we began to look for a new project. The last of our summer produce was being harvested, and I wanted a way to capture those flavors to brighten our menus through winter.

I considered a few options, and since I'd always wanted to try my hand at dehydrating, it was an easy decision. My grandparents had dried fruit commercially in the Santa Clara Valley, so I had a childhood sensory memory of the bounty of produce that benefit from the dehydration process.

Although I had a basic understanding of preservation, I still needed to do my research. There are many dehydrators on the market, but after much trial and error, we decided on the Excalibur 3900 food dehydrator.

In the year since we first began using our dehydrator, I have expanded my drying repertoire to include not only fruits and vegetables, but also herbs and seeds from our garden. During winter, we begin incorporating these preserved ingredients into recipe development.

Adapting the Classics

Having studied traditional French cooking, I have a profound respect for the classics and attempt to integrate new flavors without overwhelming dishes. The results have been phenomenal. One of my favorites is a coq au vin enhanced with our garden's dried and ground poblano chilies (known as ancho once dried). The chili highlights the fruit and flavor depth of Jordan Cabernet Sauvignon. We also prepare our duck à l'orange with star anise, which coaxes both fruit and Asian spice from our Cabernet.

These concentrated flavors also work well with Jordan Chardonnay. For a Peruvian tiradito, I combine dried Korean black garlic with Chinese preserved black beans in a salsa, which showcases our Chardonnay's ability to stand up to acidity, heat and seasoning.

The Right Tools

We tested three dehydrators before deciding on the Excalibur 3900 (about \$275). Even drying, a built-in timer, ease of cleaning and its quality build made this decision easy. The Excalibur is light and easy to store; it has nine trays that provide an ample 15 feet of drying space. The trays have small holes and screen inserts, which are helpful when working with smaller items.

Unlike many other models that circulate air from the bottom, the Excalibur evenly circulates air from the back for improved distribution of heat. It also has an adjustable thermostat, which allows for a temperature range from 85 to 145 degrees. Best of all, multiple foods can be dried at once without compromising individual flavors.

Once I have dried a food, I will often grind it into a powder to use as a flavor enhancer. I accomplish this one of two ways. The first is to use a food processor with a sharp blade and then push the powder through a fine sieve to eliminate any large pieces. The second simply requires repurposing a coffee grinder. I have three small coffee grinders each with a designated use: one is for chilies, one for spices and one for peppercorns, which we grind daily. Both Braun and Krups make inexpensive and capable grinders.

Armed with a good dehydrator and an adventurous spirit, you can create a useful kitchen tool for adding complex and intense flavors to everything you cook. If you want guidance, I recommend two books, Mary Bell's "Complete Dehydrator Cookbook" and Jennifer MacKenzie's "The Dehydrator Bible." Both of these books offer a foundation to build on. The rest is up to you and your imagination. Experiment, have fun and let me know what you discover.

TIPS & TECHNIQUES

For drying fruits and vegetables, I have developed a few tried-and-true methods:

- Dry fruit and vegetables at the peak of their season when color and flavor are most intense.
- Do not slice fruit too thin or it may become brittle. You want dehydrated fruit to have snap, but still be somewhat pliable.
- Use parchment paper to line trays when drying herbs, seeds and fruit purees.
- Preserve the color of any sliced fruit or vegetable by soaking briefly in a solution of water and vitamin C (approximately one tablespoon of citric acid per gallon of water), prior to dehydration.
- Store foods in a cool area of the kitchen or pantry with as little exposure to light as possible. The addition of silica packets or other forms of moisture absorbers will prolong shelf life.

SPICES

BLENDING ELEGANT AND EXOTIC FLAVORS



We asked Chef Knoll for a few of his “go-to” seasonings and what his favorite uses are for each. Here are his answers:

Marjoram

Often compared to oregano, this more floral cousin to thyme may be used fresh or dried with great success. Marjoram is a great addition to cioppino or poultry preparations and fantastic for seasoning wild mushrooms. I also use both fresh and dried marjoram in braised dishes, such as osso buco and veal cheeks, which are Jordan favorites. Both floral and herbaceous, marjoram accents the blackberry fruit and subtle spice flavors in Jordan Cabernet Sauvignon.

Coriander

We harvest the seeds from our garden cilantro. Dried in the sun, our coriander is toasted and ground just prior to use. The floral coriander works well in marinades, curries, infused finishing oils and citrus reductions for both poultry and seafood.

Nothing defines a kitchen like its collection of herbs, salts and spices. Our culinary staff’s travels, studies and experiments keep the Jordan spice rack in a state of constant evolution.

A lifetime of exposure to the various cultures and cuisines of the Pacific Rim prepared Executive Chef Todd Knoll for further experimentation with exotic herbs, spices and technique at Jordan. Raised in Hawaii, his signature dishes reflect not only his Hawaiian upbringing but also a respect of local culinary history and its relationship with cuisine. While studying professional cooking in San Francisco in the 1990s, Knoll quickly adopted the curries of India and Pakistan, spices and preserves of Asia and the varied regional cuisines of Latin America.



Saffron

A key ingredient in classic bouillabaisse and pilafs, saffron possesses a beautiful golden color and unmistakable, honey-like flavor. Saffron is the stigma of the plant—long, thin, thread-like strands of the flowering crocus. We purchase our Indian saffron from artisanal purveyor, Penzeys Spices. I only buy Kashmir saffron, which is considered by most cooks to be the finest example of this unique spice. One of my favorite ways to incorporate saffron into the Jordan menu is by infusing it into ice cream bases. There is no substitute for true threads of saffron: avoid powdered options as they are often adulterated, or mixed with other extraneous items to mimic color and texture. Spanish Coupe saffron is an excellent substitution.



Habanero



Sumac

Tangy like citrus but without the acidity, the sumac berry is a staple in Middle-Eastern preparations. We use sumac in our Maui onion marinade for lamb and on tagine-roasted poultry. The lack of acidity in sumac highlights the wine’s structure and pulls fruit flavors forward in the dish.



Ancho

Chilies

Two of my favorite chilies are the habanero with its fiery heat and subtle fruit flavors and the relatively tame ancho, which has sweetness and depth. I use the habanero in seafood preparations, such as ceviches or Peruvian tiraditos—a lovely pairing with our Chardonnay. Wonderful in cold weather stews, ancho also makes a great base for our grilled hangar steak seasonings, Sonoma lamb dry rubs and marinades.



Shichimi Togarashi

Also known as Japanese seven spice, Shichimi Togarashi is as ubiquitous to Japan’s tables as salt and pepper in America. I use it on grilled seafood and as an addition to tempura batters.

Salts

Making my own sea salts is a living souvenir of my travels; they each have a story. Mixing the salts with dehydrated fruits and vegetables take this essential flavor component to a whole new level. Discover how to make these intriguing salts yourself at jordanqr.com/salt.



Raspberry Salt



Tomato Salt

HOMEMADE SALTS



Goat Rock Salt



Balinese Salt

Make This At Home: SUMAC RUB

- ¼ cup Sumac
- 2 tablespoons dehydrated garlic, crushed into powder
- 2 tablespoons dehydrated onion, crushed into powder
- 6 tablespoons kosher salt
- 3 ½ tablespoons Chinese dried mustard (Coleman’s may be substituted)
- 3 tablespoons dehydrated ancho chili, crushed into powder
- 3 ½ tablespoons demerara sugar (Turbinado or Sugar in the Raw may be substituted)
- 4 teaspoons smoked paprika
- 2 tablespoons black pepper, ground
- 2 tablespoons Turkish Aleppo pepper
- 2 tablespoons dehydrated thyme
- 2 tablespoons coriander, toasted and grounded

Instructions:

To make the sumac rub, combine all ingredients and pulse in a spice or coffee grinder. Store in a mason jar or airtight container and keep in the pantry for up to one month. This recipe will yield 1 ¾ cups and will enhance any grilled lamb preparation, bistro cut of beef or classically roasted chicken.

— Todd Knoll, Executive Chef,
Jordan Vineyard & Winery



2011 ESTATE EXTRA VIRGIN OLIVE OIL

CHEF'S COMMENTS: The first bottling of Jordan featuring the additions of Ascolano and Manzanillo fruit, 2011 brings notes of papaya and guava to the spectrum of traditional flavors, such as Fuji apple, freshly cut grass and subtle artichoke. The exotic fruit nuances, round texture and clean finish captured in 2011 have made this vintage the culinary staff's favorite to date.

THE VINTAGE: "Light and late" are the two words that best describe the 2011 vintage. Once flower clusters started to appear on the trees in the springtime, we knew the potential crop was going to be very small, which wasn't a big surprise because olive trees are alternate-bearing—and 2010 was a bumper crop. An unexpected rain storm in June while the trees were pollinating further diminished the already light crop. A mild frost in the second week of November led us to harvest the fruit a few weeks earlier than usual, yet the pulps were ripe, rich and vibrantly pungent due to the long, cool growing season. One benefit of the smaller crop was that there was no real delay in harvest. Sometimes, we need to wait a few weeks between harvesting the early-ripening Arbequina and the Tuscan varieties. This year, they were fairly uniform in ripeness, and that allowed us to pick through the entire orchard in a week's time, beginning November 7.

THE MAKING: Fruit was either handpicked in the Italian *brucatura* tradition or shaken by hand into special nets. As an artisanal oil, the olives are milled within 24 hours of harvest, and it is never filtered or heated allowing our estate fruit to truly express itself. Our extensive master blending session in January resulted in a complex combination of Arbequina, Ascolano, Frantoio, Leccino, Manzanillo and Pendolino olives. Each bottle was hand-labeled in our cellar by the Jordan culinary staff.

PAIRING SUGGESTIONS: The simple, delicious foods enhanced by a drizzle of 2011 Jordan Estate Extra Virgin Olive Oil are endless. From a slice of sun-ripened tomato over grilled rustic bread to an aged manchego or mild chèvre with citrus wedges, you can't go wrong when treating this extra virgin olive oil as you would any fine condiment. Even a scant teaspoon of our oil over simply grilled fish and a squeeze of lemon will bring pure, timeless flavors to your table.

Spring RELEASES

2008
CABERNET SAUVIGNON
ALEXANDER VALLEY

2010
CHARDONNAY
RUSSIAN RIVER VALLEY

2011
ESTATE EXTRA VIRGIN
OLIVE OIL

2008 CABERNET SAUVIGNON ALEXANDER VALLEY

WINEMAKER'S COMMENTS: 2008 showcases both the delicacy of the vintage and Jordan's smooth, approachable style. Elegant aromas of cherries and plums open to a soft, silky mouthfeel boasting a spectrum of fruit flavors: red cherries, black cherries and blueberries interwoven with a hint of spicy oak from barrel age. Decant for 30 minutes before serving to further accentuate the aromas and flavors. Enjoyable now or worthy of cellaring through 2020.

THE VINTAGE: To make a wine of greatness, the vintner must accept losses in both grapes and wine due to strict quality standards similar to the very best crus in Bordeaux. Two significant frosts in March and April affected grapevine growth, lowering potential cluster yields as much as 20% per vine. Harvest commenced fairly early for Cabernet Sauvignon, with grapes showing more delicate fruit flavors. The racy character of the fruit nicely matched the soft tannins.

THE WINEMAKING: From September 11 to October 4, more than 30 vineyard lots were harvested at optimal maturity. After primary fermentation, every lot was evaluated and only the top blocks were selected for blending into our historic oak casks. This "barrel blend" was then transferred to barrels for one year—allowing the flavors to marry and full tannin integration to take place. A small amount of egg white—what the French call the collage du vin—was added to "polish" the wine, further integrating the oak and fruit tannins. The blend consists of 77% Cabernet Sauvignon, 18% Merlot and 5% Petit Verdot; alcohol: 13.5%.

FOOD PAIRING SUGGESTIONS: Roasted chicken, grilled lamb with herbs, lightly seasoned steaks and even mushroom risotto will pair with the elegant, cherry fruit flavors and soft tannins of the 2008 vintage. For specific recipes, visit jordanwinery.com/culinary to view our chef's Cabernet-inspired dishes.

2010 CHARDONNAY RUSSIAN RIVER VALLEY

WINEMAKER'S COMMENTS: A delicate wine filled with subtle fruit and oak nuances to seduce the palate. Aromas of fresh green and Fuji apples lead seamlessly to an elegant palate framed by lively acidity and a hint of oak. Apple crispness lingers in the long, graceful finish. The wine possesses a mouth-watering quality that makes you want to take another sip.

THE VINTAGE: Spring weather was cool and gentle, and this consistency allowed the vines to develop good-sized clusters with average yields. Cool temperatures and foggy mornings lingered throughout the summer, enhancing the intensity of fruit character in our Chardonnay grapes at lower sugar levels with higher acids. The fact that the last cluster of Chardonnay made it into the press minutes before the early October rains was not lost on any of us. The elation of our crew could be heard even in the most southern tip of the Russian River Valley.

THE WINEMAKING: Being incredibly selective with our grapes was essential. All fruit was handpicked in the coolness of the night and early morning hours before sunrise. Rigorous separation occurred again at the winery sorting table. It was all about maintaining our high quality. The final selected grapes had intense fruit flavors and bright acids due to the long, cool growing season. We limited malolactic fermentation to only 36% in order to retain the wine's bright acidity and natural expression of fruit intensity, while giving a subtle creaminess to the mid-palate. Gentle toasting of oak is our focus so that the extraction of oak is balanced with apple flavors in our Chardonnay. Wine lots matured for five months in oak before nine months of bottle age. 100% Chardonnay; alcohol: 13.5%.

FOOD PAIRING SUGGESTIONS: Our Chardonnay is a chef's dream for its ability to complement and contrast flavors in an array of seafood, poultry, salad and pasta dishes. This wine has the acidity to stand up to ceviches and raw oysters. It's a dual-purpose wine, made to complement the acidity in light, fresh dishes or contrast with rich flavors: think lobster or a pasta with cream sauce.

CHATEAU *Boutique*



2002-2003-2004 CABERNET SAUVIGNON IN GIFT BOX

This trio of vintages is a fascinating exploration of nature and nurture. If tasting the three vintages comparatively, our winemaker recommends starting with 2004, then 2003 and 2002 to finish the flight.

6-bottle gift box, \$394

12-bottle gift box, \$788

store.jordanwinery.com



LAGUIOLE CORKSCREW

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

Call us at 800.654.1213



COMMEMORATIVE ETCHED MAGNUM

In honor of our 40th anniversary in 2012, we've produced a limited-edition magnum of 2005 Jordan Cabernet Sauvignon, painted by hand and etched with stunning detail. Only 40 bottles made. Drink now through 2021. \$295

Call us at 800.654.1213



JORDAN POLO SHIRTS

John Jordan's go-to shirt for a day at the winery or an afternoon on the lake is the Nike golf dri-fit polo. Jordan logo embroidered on left arm for women's, left chest for men's.

Men's: white, navy, pinenut (M, L, XL, XXL), \$75

Women's: white, dark navy, black (S, M, L or XL), \$85

Call us at 800.654.1213

A collection of our favorite vintages, wine service accoutrements and Jordan apparel



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 silverplated 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

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Decanting set items are available for individual purchase:

Silver Magnum Decanting Funnel, \$275

2001 Cabernet Sauvignon (1.5L), \$ 219

Riedel Engraved Magnum Decanter, \$200

The Art of Decanting Book, \$16.95

Call us at 800.654.1213



2006-2007-2008

CHARDONNAY IN GIFT BOX

Experience our stylistic progression toward enhanced fruit, acidity and minerality with a comparison of three consecutive Russian River Valley Chardonnay vintages. \$105

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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



Jordan Estate Rewards

VINEYARD TOUR & WINE COUNTRY LUNCH FOR TWO

If you've ever daydreamed about living the wine-country life, a Vineyard Tour & Wine Country Lunch for Two on our terrace is just the experience for you. You'll join us at the estate for a tour of our vineyard or winery then settle into one of the sun-dappled tables under the magnificent oak trees that line our terrace. You and a guest will enjoy a casual lunch inspired by the season and paired with Jordan wines.

Because our Vineyard Tour & Wine Country Lunch for Two earned the title of most-redeemed reward in 2011, we are very pleased to share a glimpse inside this popular epicurean experience. On days when the weather doesn't permit an outdoor meal, we'll find you an intimate table in our chateau, where you'll receive superb service and an unforgettable meal. Bon Appétit! An Explore reward for two people offered for 7,500 points.



MORE TO LIKE ABOUT OUR HARVEST LUNCH CELEBRATIONS

In honor of our 40th anniversary, we'd love to share our Harvest Lunch & Tour for Two with more of our members. Beginning in 2012, the Explore level reward of Harvest Lunch for Two becomes Harvest Lunch for Four at the same point level. Join us during crush, undoubtedly the most magical part of the year, for a tour of either our vineyard or winery by one of our wine experts that includes an in-depth overview of harvest activities. Next, gather on the terrace for a family-style lunch, a four-decade tradition at Jordan. You'll enjoy a meal showcasing the season prepared by our Executive Chef and paired with Jordan wines. Offered weekdays during fall for four weeks with dates to be determined by Mother Nature, of course. An Explore reward for four people offered for 7,500 points.

MEMBER POINTS NEVER EXPIRE

To commemorate the third anniversary of Jordan Estate Rewards in 2011, we added another enticing perk to our unique loyalty program: no expiration of membership points. So start saving up now for our Battle of the Bass for Four or a night in one of our exclusive guest suites. We look forward to welcoming you at the estate.



A VERY SPECIAL SPRING AT JORDAN

The season of renewal will have even more significance this year as we celebrate our 40th anniversary. Join us for a festive Spring at Jordan on Saturday, May 19, featuring exclusive tastings of our new vintages, inventive cuisine by our Executive Chef, live music and many other surprises. Redeem points for A Night at the Estate, and get an overnight stay in one of our luxury guest suites plus two tickets to Spring at Jordan. Mark your calendar now. You won't want to miss this very special event. An Indulge reward for two people offered at 30,000 points.

"Thank you for making all our visits to Jordan absolutely wonderful. Looking forward to building more memories next year." – KATHLEEN & ED, Las Vegas, NV

"Our Harvest Lunch with you was simply the most special wine experience that I have ever had. It exceeded all our expectations. We will do it again next year for sure." – NANCY & BERNIE, North Chatham, MA

"We had a most pleasurable dinner, with the consummate host, food that outshines many of the Michelin-rated restaurants in wine country, and, of course, those amazing Jordan wines. It is always a special treat to visit the Jordan Estate." LESLIE & BRIAN, Dallas, TX



"We don't know how to thank you for one of the most memorable evenings we have experienced. Throughout our magnificent dinner, nothing was overlooked. The highlight was the pairing of wines to complement each course. It must be fun selecting from your cellar! Thank you for a 'Dinner of a Lifetime.'" – NANCY & TOM, Kenosha, WI

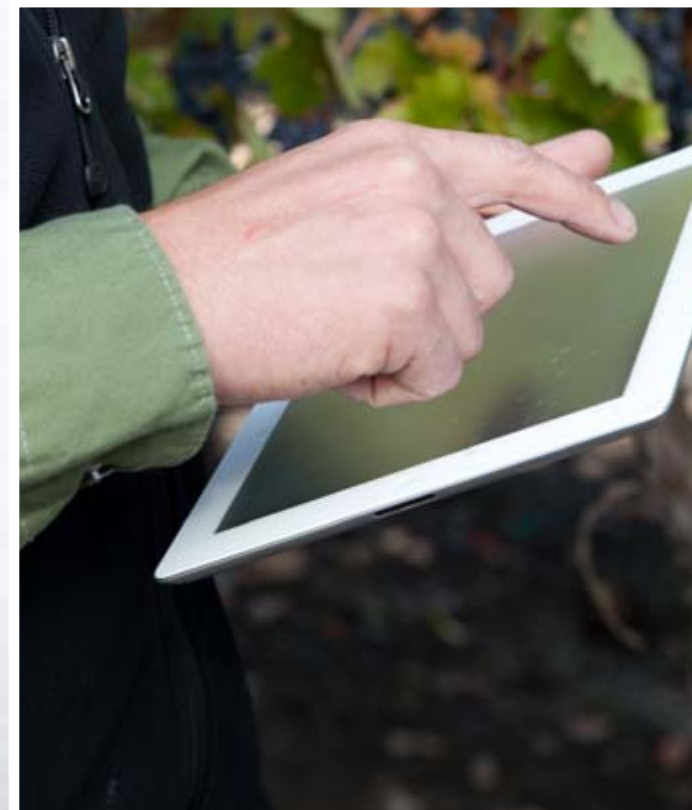
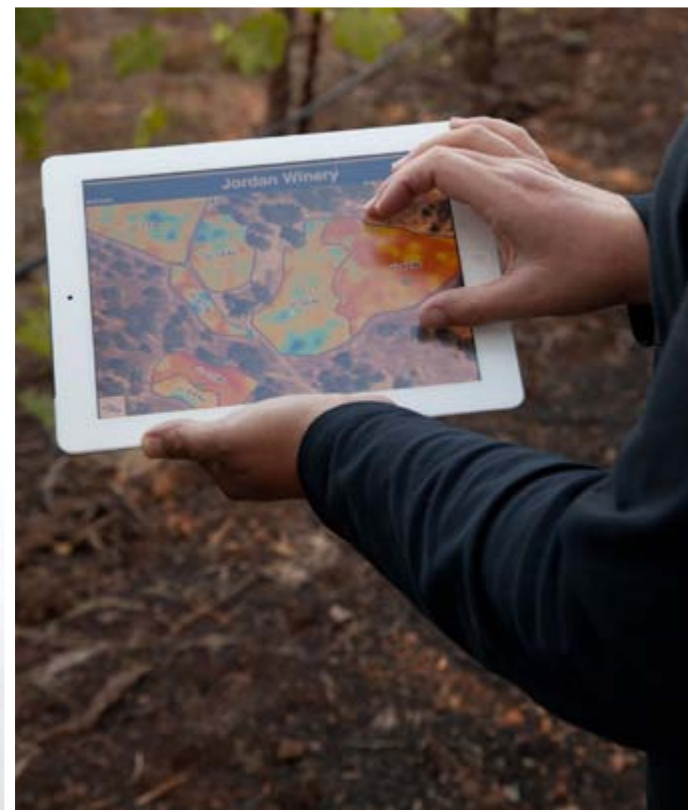
"Our visit to Jordan was a Father's Day gift from my kids. I don't get to see them often, so it meant a lot to me. The book with all the pictures you sent all of us was above and beyond anything you could have done. You all are the greatest." – GARY, Wheatland, OK

"Every part of our visit was 'over the top' in every way – the brilliant tasting, the accommodations, the attention to detail. It just doesn't get any better. It was also nice seeing John Jordan again – we admire what he has done with the winery since taking over leadership." – NANCY & HANS, Houston, TX
PS: Needless to say...we LOVE your wine:-))

MEMBERS SHARE JORDAN ESTATE REWARDS MEMORIES

CLOUD FARMING

Some viticulturists look up from the earth to check on the clouds. Our vineyard team looks to the cloud to check on the earth—using their iPads.



With tablet technology and some cool new software, Brent Young, Jordan's viticulturist and Dana Grande, Jordan's vineyard manager, never have to leave the grapevines to access critical data or perform day-to-day tasks. It can all be done in the field.

"Unlike almost every other vineyard management software program, this technology is here where we need it," says Grande. "Other programs and platforms are designed for 'farming from the desk—a philosophy that I have never agreed with or practiced."

AgCode, a software program designed for mobility that was initially created for the food industry, makes it possible. Their software blends barcode, mobile computing, GPS and internet technologies in a single application, offering multiple functions, including budget management, field payroll and vineyard management. "Jordan is one of only three wineries in the world using this ground-breaking software—and the

most progressive adopter of our myriad of capabilities," says Dion Harste, president of AgCode, Inc.

In an effort to address our specific needs, AgCode customized its application in both function and delivery, making Jordan's iPad vineyard management program the most robust in the industry. First, AgCode adapted its software to an application that can be used with an iPad, allowing Young and Grande greater mobility and efficiency.

Next, it developed tailored programs for Young and Grande to work more effectively with less margin for error. This includes the opportunity to share all kinds of farming information in real time—no more passing spreadsheets back and forth wondering if it's the most current version. They can also change a work order or check on the condition of a tractor without having to drive back to their offices. Now they flip open the cover of their iPads, then type or tap, making the vineyard their virtual and literal office.

"The time savings have been huge," says Young. "The less time we spend doing administrative paperwork, the more time we can dedicate to farming each vineyard row precisely. It's all about using the latest technology to elevate quality of the grapes."

Last year during grape harvest, Young and Grande used AgCode on their iPads for collecting and disseminating information, including daily sugar measurements, crop estimates, block-by-block harvesting reports and varietal harvesting summaries. Many of these same tasks were tackled using AgCode during the November olive harvest.

But harvest isn't the only time they rely on AgCode. During the growing season, they are able to process work orders for a wide variety of everyday tasks, such as cover-crop planting, grapevine leafing, pruning and thinning. They can also track and schedule equipment maintenance from anywhere on their iPads.

Young and Grande are able to view soil mapping cartographic maps while standing in the vineyard, allowing them to overlay what they are physically viewing on the vine. They can compare the color and growth pattern of the canopy with the soil analysis diversity clearly visible on the maps displayed on their iPad screens.

Equally as practical, it's also helpful with mundane office tasks. Payroll that used to take four hours can now be zipped through in 20 minutes using the iPad. Emails can be answered anywhere—with the data needed right at their fingertips.

Not being chained to a desk or having to scoot across the estate means Young and Grande can focus more on precision farming, making technology pay off in ways some never dreamed imaginable.

GRAFTING grapevines

Replanting a vineyard is one of the most bittersweet tasks for a farmer.

Excitement builds with a vision for starting fresh with new grapevine material we believe will make a greater wine. But sadness lingers as we accept the reality that these plants must be removed from their happy hillside homes.

That's why a practice called grafting is a win-win for us—and for the grapes.

Grafting is a viticulture technique that allows farmers to change the grape variety growing in a vineyard without removing the existing grapevine trunk. Cabernet Sauvignon vines can become Malbec vines in a matter of weeks—and bear mature fruit within two years, compared to a replanting, which takes three to five years before the grapes are ready for winemaking. Grafting is also much gentler on the vineyard ecosystem than replanting because the existing plants' root systems, soil and microbes are not disturbed.

The process involves cutting the plant in half horizontally, about two feet above the ground, on the "trunk" of the grapevine. Then a tiny bud of the new variety is inserted into the live tissue of the vine. Within a few months, what was once a Merlot plant will sprout Petit Verdot vine shoots and tendrils.

Using the results of our soil-mapping study of the estate vineyards (see *Estate Tales* Vol. 5 & 6), we redesigned our vineyard map, dividing it into distinctively different blocks by soil type. In some cases, vineyards were subdivided by row and even vines within a row. Farming practices—from pruning and applying compost to leaf pulling, irrigating and harvest timing—were precisely adapted to each soil type over the last two years. Some vineyard blocks thrived with these precision farming techniques while a few struggled to achieve fully ripened Cabernet Sauvignon grapes with the blackberry-cassis flavor profile Winemaker Rob Davis desires.

Because soil can't be changed, we decided to try another experiment to further elevate the quality of these vineyards. Viticulturist Brent Young identified three vineyard blocks with relatively balanced calcium-to-magnesium ratios and more consistent soil profiles, which should be more suitable to Malbec and Petit Verdot grapes. A little more than 3 acres of Cabernet Sauvignon and 3 acres of Merlot were grafted over.

We've been extremely happy with the "take" of our grafting: how our existing plants accepted the new varieties. The vines show outstanding growth and tremendous potential for high-quality grapes.

The first vines we grafted will be harvested in 2012 in small yields of one to two tons per acre. We think they'll be great, but we'll let you be the judge when you try those wines—in four to five years.

Faces around THE WINERY

SEAN BROSNIHAN

GUEST SERVICES MANAGER

Sean Brosnihan joined us in February 2008 right after relocating to Sonoma County to pursue a career in the wine industry. Originally from New England, he spent 15 years in the restaurant industry where he developed an insatiable passion for all things wine-related. Today, Sean makes sure that every one of our visitors receives the best winery experience in California when they visit Jordan. Sean also hosts many of our Jordan Estate Rewards members for exclusive tastings and lunches. His immersion in the world of wine has helped Sean further develop his exceptional palate, which he put to the test as a judge in the 2012 San Francisco Chronicle Wine Competition.



CARRIE WHITE

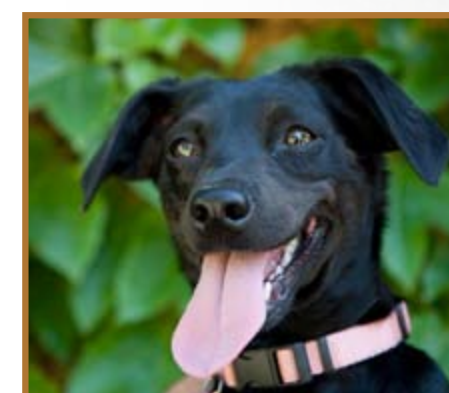
TRADE & CONSUMER RELATIONS MANAGER

Carrie joined the Jordan Vineyard & Winery family in March 1997, after spending four years honing her hospitality skills at other Sonoma wineries. Prior to working in the wine industry, she managed her family's catering and delicatessen business. Carrie coordinates all guests' reservations for the winery and manages the daily visitor schedule. With her outgoing personality and trademark laugh, Carrie effortlessly juggles every little detail of incoming visit requests to ensure the best guest experience possible. She was born and raised in Santa Rosa, Calif., and is an avid ultra-distance trail runner. She enjoys cooking and trail running with her husband and two Labrador retrievers.

CRISTINA VALENCIA

ESTATE BAKER

They say necessity is the mother of invention, which certainly explains how Cristina Valencia became the amazing baker that she is. A Healdsburg native, Cristina learned to bake early to satisfy a sweet tooth she'd developed despite her mother's reluctance to let Cristina and her siblings eat sweets. Her passion for baking never wavered, leading Cristina to the Culinary Institute of America where she earned a Baking and Pastry Arts Certificate in 2002. Today, Cristina prepares all of the pastries and baked goods our overnight guests enjoy in the morning, the gourmet picnic items for our Wine Country Lunches and homemade chocolates for one of our newest culinary projects.



ROSIE

ESTATE MASCOT

Jordan's newest canine face, Rosie, completes our set of small, medium and large dogs. An unknown mix resembling a tiny Labrador, Rosie was found running in the streets of Solano County before being adopted by John Jordan in May 2011. After Pepper past away, John was happy to find a new playmate for Bismarck (medium) and Nimitz (large). With boundless energy, Rosie is running circles around those two, so much that Bismarck has lost a lot of weight just trying to keep up with her. Tour and tasting guests on Saturdays usually find Rosie and Bismarck sprinting across the chateau lawns.



THE COWS

COME

HOME

Among the things you expect to see on a winery tour are vineyards, tanks, barrels, and of course, bottles of wine. But cows? Maybe not. Until now at Jordan.

Late last summer, we added a small herd of cattle—moms and their calves—to the estate. They happily live and graze in a fenced pen near our garden and lake. Clearly visible below the rock wall behind the winery, guests are pleasantly surprised to see our cows with their impressive horns and spotty hides.

Cattle roaming the open pastures at Jordan Estate signifies a return to our past, a tribute to the agricultural history of our land. Before Tom and Sally Jordan purchased the estate in 1974, two well-known farming families in the region, Foppiano and Passalacqua, ran cattle on rolling, grassy pastures that covered three-quarters of the estate.

Brent Young, Jordan's viticulturist, comes from a family of dairy farmers and expressed interest in bringing cattle back to Jordan. When John Jordan received a designer cowboy hat as a gift from a Texan friend, he considered it a sign. He couldn't bear the thought of being all hat and no cattle.

To start our herd, Young turned to a good friend in Oregon for help—a breeder with 1,500-2,000 head of cattle. He chose an intriguing crossbreed of Texas Longhorn and Mexican Corriente cows. The Corriente breed originated in Spain and was brought to the Americas in the 1400s.

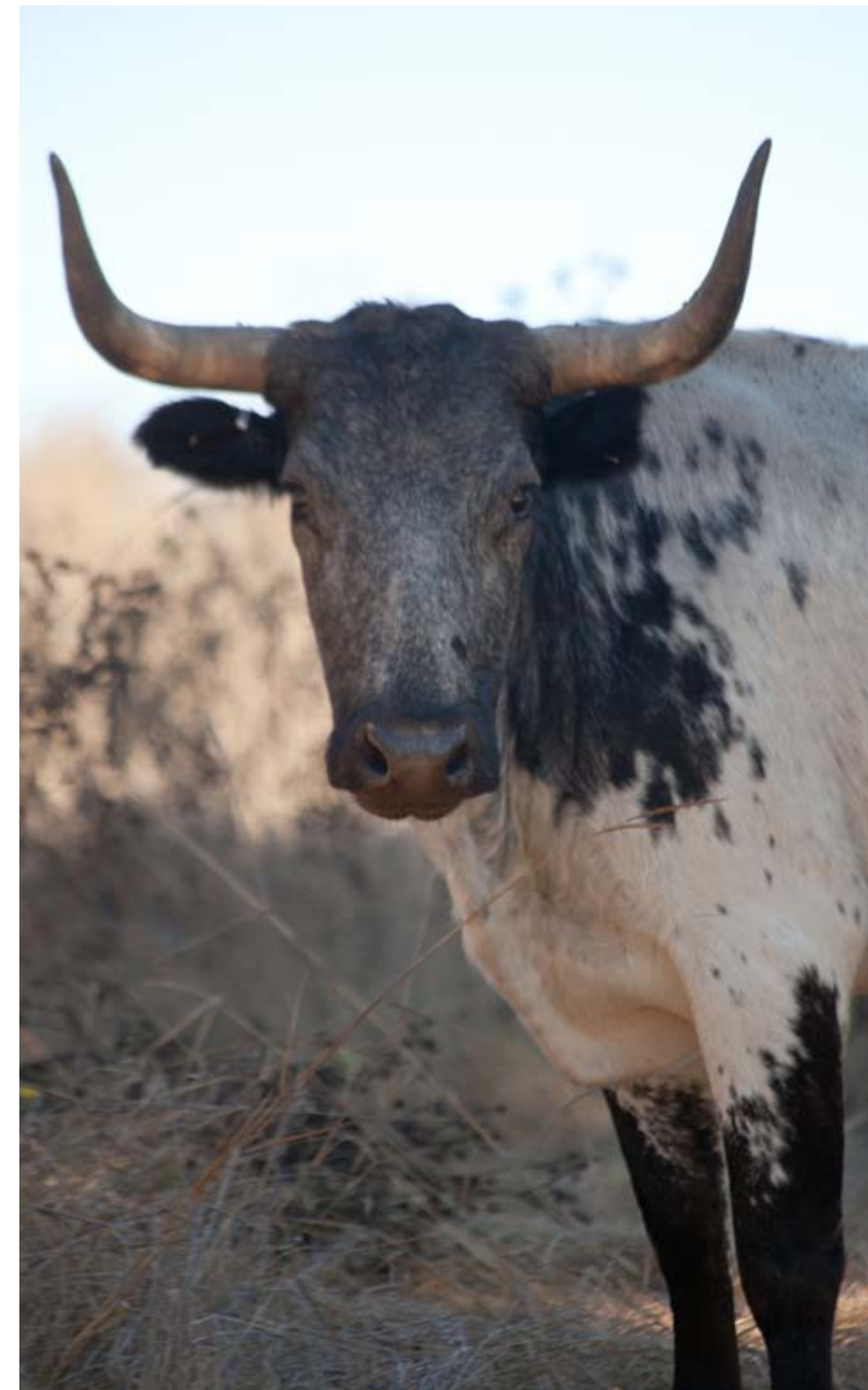
Similar in appearance to a Texas longhorn, Corriente cattle are lean, and the females especially tend to stay small—a trait that comes in handy for a breed some call escape artists due to their penchant for breaking free from their pens.

On a more practical note, Corriente require little attention. They eat and drink little. Still they are hardy and bred for a wide range of purposes, including use in rodeo competitions. Young decided to start our herd of Corriente with six cows, three heifers and three calves. But those numbers will increase this spring when the heifers begin calving after being bred with a Black Angus bull last year. Our first mocha-colored calf was born February 19.

When these calves are ready, Young will put another newly acquired skill to work—branding. He received his branding certification from the state of California, which included designing and sourcing a unique brand, learning how to apply a brand, and passing inspection.

While we aren't too worried about needing the branding to ward off rustlers, our cows do get a lot of attention. They also enjoy a delectable diet of native grasses, as well as corn husks and herbs from our garden during harvest. As the herd expands, Young and Executive Chef Todd Knoll plan to develop our own beef—another key component of our sustainable farming estate.

Now, the only question that remains is will cheese be next?





Spring at Jordan

White Christmas at Jordan

Estate Events



USO Benefit



Special Events CALENDAR

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

PEBBLE BEACH FOOD & WINE

Pebble Beach, CA
April 12-15, 2012

SPRING AT JORDAN

Healdsburg, CA
May 19, 2012

NEW ORLEANS WINE & FOOD EXPERIENCE

New Orleans, LA
May 22-26, 2012

GIVING BACK AT JORDAN WITH CAUSES.COM

Healdsburg, CA
June 2, 2012

FOOD & WINE CLASSIC IN ASPEN

Aspen, CO
June 15-17, 2012

SONOMA WINE COUNTRY WEEKEND

Sonoma County, CA
September 1-3, 2012

NEW YORK CITY WINE & FOOD FESTIVAL

New York, NY
October 11-14, 2012

HARVEST LUNCHES AT JORDAN

Healdsburg, CA
September/October TBD



TOURS & TASTINGS

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

JORDAN WINERY TOUR

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

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

JORDAN WINERY LIBRARY TASTING

\$20 per guest, 1 hour | Mon-Sat: 10:00 AM, 2:00 PM | Sun: 11:00 AM, 1:00 PM, 3:00 PM
(Sundays May-October only)

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.

REFLECTIONS



CAPTURED: Winter 1973

PHOTO BY: Rod Warters, Jordan family friend

Not quite one year old, John—with his huge brown eyes and deep basso voice—appeared to be a wise, old soul. At the time this photo was taken, our equally baby vines were still growing in their protective milk cartons. It would be another year before we even considered the possibility of building a winery. While hefting John in my arms, this mother could not possibly have conceived that my little baby boy would one day so brilliantly lead the family legacy. – *Sally Jordan*



JORDAN VINEYARD & WINERY
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We welcome guests for Tours & Tastings by appointment