

# Jordan<sup>®</sup>

## ESTATE TALES

VOLUME 9 • 2014

BEYOND  
THE CHATEAU  
ESTATE TOUR & TASTING

GOING  
AGAINST  
THE GRAIN

SPRING  
RELEASES  
and more...





## JOHN'S WELCOME



### 2013 WAS THE YEAR OF OUR MOST AMBITIOUS PROJECT TO DATE: THE JORDAN ESTATE TOUR & TASTING.

Every year at Jordan, I challenge our talented staff to elevate their respective crafts—whether in the cellar, the kitchen, the vineyard or the offices. Somehow, these new enhancements to Jordan wines and hospitality always end up involving a construction project. A wood-fired oven for our chef. A barn for our cattle program. A new composting area for sustainable farming. I must confess: I'm guilty of being the enabler here. The kid in me still loves to build things. Watching these projects go from idea to completion is one of the most rewarding parts of my job.

2013 was the year of our most ambitious project to date: the Jordan Estate Tour & Tasting. What started out as an idea during Christmas vacation—creating some sort of garden and vineyard tour—turned into a full-blown visitor experience with construction of outdoor tasting spaces, a new dock for the lake, widened roads, a walking bridge and more. It only took six months of extensive planning and building with 12 employees from five departments involved to make this small dream a big reality.



We couldn't be more pleased with the results—and most importantly, the feedback from our first Estate Tour & Tasting guests. This journey to remote destinations across our 1,200-acre estate offers wine, food and nature lovers an intimate, relaxing experience surrounded by some of wine country's best views. We can't wait for our first full season of this tour.

This issue of *Estate Tales* celebrates Jordan Estate like never before, with stories about our passion for this tranquil piece of land and sharing it with guests through exceptional hospitality. Our cover story (page 8) offers a glimpse inside the Estate Tour & Tasting—a true journey for all the senses. In “Looking Back” (page 14), my mom and some of our long-time friends in the business reminisce about Alexander Valley's sleepy farming community 40 years ago and its evolution. We're also excited to announce new experiences for our Jordan Estate Rewards members (page 26), which also celebrate the breathtaking vistas of Jordan Estate.

Make sure to read Winemaker Rob Davis's letter about our latest vintages before learning about our new releases of Chardonnay and Cabernet Sauvignon (page 20) and further enhancements to our barrel cooperage selection (page 16).

It is a true privilege to be the steward of this land and all its furry and feathered residents. We look forward to sharing more of Jordan Estate with you and preserving its natural beauty for decades to come.

Sincerely,

A handwritten signature of John Jordan, CEO of Jordan Estate.

John Jordan  
CEO



volume 9  
2014

# Jordan<sup>®</sup>

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## BEYOND THE CHATEAU



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# JORDAN ESTATE REWARDS



Intimate experiences and exclusive guest privileges available only to our members—from overnight stays and luncheons to private tastings and bass fishing on Jordan lake.



FEATURED PHOTOGRAPHERS:  
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Damon Mattson, Brian Baer, George Rose,  
Erin Malone, Lisa Mattson and Laurie York.

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## ROB'S WELCOME



2010 IS SUCH A MEMORABLE VINTAGE FOR ME BECAUSE WE OVERCAME THE ODDS AND CURVEBALLS MOTHER NATURE THREW US—LIKE A GREAT MAJOR LEAGUE TEAM WOULD.

“European winemaking is a history of empirical experience.” Those were the words André Tchelistcheff, the great wine guru, once said to me while we were driving to visit a winery in France. Jordan celebrated its 38th harvest in 2013 and similar to André’s observation, I would agree that our winemaking skills have grown and developed, thanks to lessons learned over the span of all those harvests. I love the stories our customers share with enthusiasm about Jordan vintages from the ’70s, ’80s and ’90s. They bring back so many memories for me too! But as much as we reflect on an individual vintage’s success, we most certainly have continued to improve on our winemaking with our most current wines.

2010 is really a benchmark vintage for Jordan. So many things contributed to the crafting of the 2010 Jordan Cabernet Sauvignon: the continued pursuit of ideal vineyard sites, the combined experience of our team, John Jordan’s challenge to make every vintage better than the last and the list goes on. The celebration of getting the grapes into the winery before a memorable downpour of rain coincided with our local San Francisco Giants winning the World Series. (Many of our customers know that I’m a life-long San Francisco Giants fan.) When the Giants second baseman, Marco Scutaro, held out his arms to capture the joy of winning a championship amidst a downpour of rain, our winemaking team mimicked the same joy when our last grape hit the hopper, but in our case, the day before any drops arrived. 2010 is such a memorable vintage for me because we overcame the odds and curveballs Mother Nature threw us—like a great Major League team would. With two years of bottle age under its cap, the 2010 Jordan Cabernet Sauvignon teems with black fruits that just jump out of the glass. The structure is so beautifully balanced from the entry of the wine to the palate to finish that the fruit



expressions are seamless. When tasting the final blend before bottling, John Jordan said, “This is the best Cabernet I have tasted from Jordan.” Now that is tall praise!

The 2012 growing season—the most memorable to date for me—surprisingly coincided with another Giants World Series. Certainly the chances of such a perfect year just don’t come along as often as I would like. But honestly, I have never seen better fruit. From hopper to press to barrel, the senses were overwhelmed with such a cornucopia of aromas and flavors. Our Chardonnay winemaking has always been inspired by the great wines of Burgundy: crisp apple aroma, firm acidity and mineral accents. The expressions of our newly released 2012 Jordan Chardonnay will make even the most sophisticated sommelier nod at the similar style of wine and question its geography.

We hope you agree that our wine offerings continue to delight the palate. John’s insistence on making improvements every year is a great inspiration for our winemaking team—much like his father’s insistence, back when the winery was founded in the 1970s, to provide wines that offer pleasure and refinement to all wine enthusiasts. Our new releases of 2010 Cabernet Sauvignon and 2012 Chardonnay truly merit the goals of father and son.

And as the spring of 2014 unfolds, maybe the start of another World Series is taking root!

Cheers,

*Rob Davis*

Rob Davis  
Winemaker





# NEW & NOTABLE



Nearly 100 Jordan Estate Rewards members turned out for our annual Summer Appreciation Event. View photos at [blog.jordanwinery.com/go/events](http://blog.jordanwinery.com/go/events).



Our blog, The Journey of Jordan, received two Wine Blog Awards in 2013: Best Winery Blog and Best Original Photography or Video on a Wine Blog. See our posts at [blog.jordanwinery.com](http://blog.jordanwinery.com).

Jordan was named the #1 Most Popular Cabernet Sauvignon in *Wine & Spirits* Magazine's 25<sup>th</sup> Annual Restaurant Poll. Since the poll's inception, Jordan has earned the top Cabernet award 14 times.

Vineyard Foreman Rafael Robledo was recently honored for 40 years of service to Jordan Vineyard & Winery. He was our company's first official employee back in 1973.







The first-ever Jordan Estate Tour & Tasting was hosted on September 5, 2013. It's the ultimate experience for wine and food lovers. Take a virtual estate tour at [jordanwinery.com/galleries/photos](http://jordanwinery.com/galleries/photos).

Guests who visit Jordan to experience our new Estate Tour & Tasting will be greeted by Maverick and Goose, a pair of friendly, miniature donkeys, who recently joined our growing family of animals.



The “Ferrari of bottling lines” revved its engine for the first time with our 2012 Chardonnay and 2011 Cabernet Sauvignon. This state-of-the-art equipment is helping our winemaking team raise quality even higher.

TripAdvisor announced its list of the Top 10 U.S. Winery Tours in America in 2013, and Jordan earned the no. 6 spot—the highest-rated winery in Sonoma County.

*Food & Wine* Magazine released its list of the 75 Best Wineries to Visit in California, which included a spotlight on Jordan Vineyard & Winery's Estate Tour & Tasting.

Visit [jordanwinery.com](http://jordanwinery.com) to see our new homepage and browse our photo and video galleries, featuring Jordan Estate Rewards experiences, winemaking practices and more.



# BEYOND THE CHATEAU

New Experience Takes Guests on a  
Movable Feast across Jordan Estate

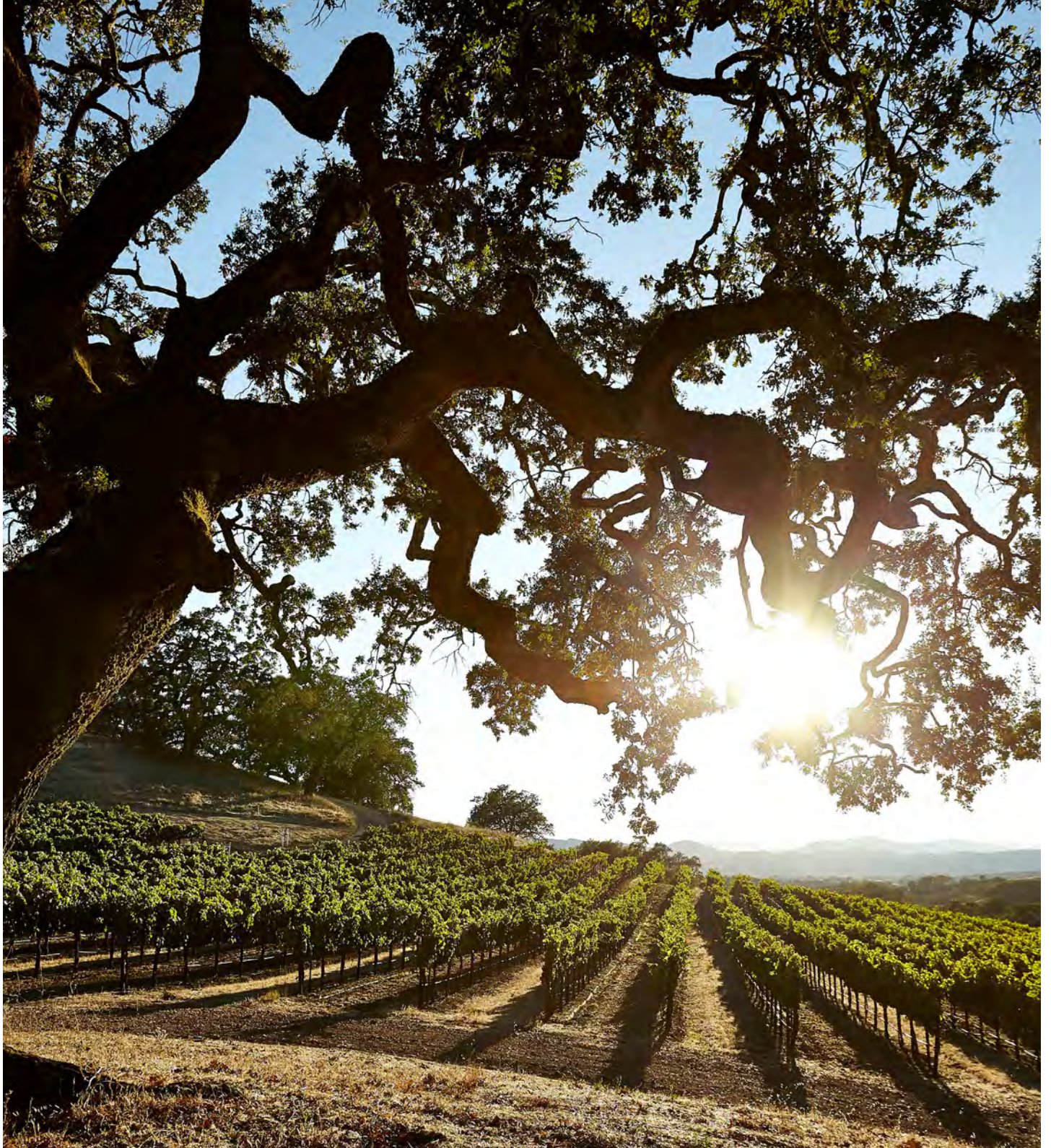
BY MATT VILLANO











John Jordan has spent a lifetime exploring Jordan Estate, which helped him develop a deep respect for the diverse wildlife, tree-topped hills, fish-filled lakes, resplendent views and fertile soil that lay beyond the winery chateau.

Now, for the first time ever, John is sharing the splendor of his tranquil, 1,200-acre property with visitors through the Jordan Estate Tour & Tasting experience.





The tour, which started formally just before the 2013 harvest, is a three-hour excursion that brings guests (in a luxurious Mercedes Sprinter van) into some of the most remote parts of the property, introducing them to the rugged land, vistas and other natural habitat that define Jordan's Alexander Valley property. Along the tour, guests stop at four destinations to enjoy Jordan wines, olive oil and farm-fresh food prepared by Executive Chef Todd Knoll, as well as some of the most magnificent views in Sonoma County.

After a hiatus for winter, tours are scheduled to start in April, and guests are booking appointments quickly for good reason.

First, the Jordan Estate never has been open to the public; this is the first time since the Jordan family bought the property in the early 1970s that consumers have the chance to explore and experience all its breathtaking beauty (only Jordan Estate Rewards members could enjoy Jordan Lake and vineyard tours before now). The Estate Tour also features new outdoor and open-air tasting spaces, affording guests the opportunity to enjoy Jordan's renowned hospitality and exceptional wine and food service out in the wild, surrounded by nature—an uncommon offering in wine country.

Finally, more than three-quarters of the Jordan Estate is dedicated to natural habitat for countless birds and wild animals to roam; vineyard blocks are nestled between the woodlands and planted around the towering trees. The Jordan Estate Tour & Tasting experience is the only way to see this beauty first-hand.



## GETTING STARTED

The journey begins in Bacchus Courtyard, just outside the reception area at the main chateau. Here, under a natural canopy of Big Leaf Maple trees, guests receive their first taste of the food for which Jordan has become famous—they start their day with a continental breakfast of fresh fruit from the Jordan garden, house-baked scones, homemade jam, fresh-squeezed juice and infused water.

As members of the group get to know each other, the Estate Tour host prepares them for what they are about to see, regaling visitors with a colorful history of the Jordan family, a contextual history of the Alexander Valley (see page 14) and a natural history of one of the largest private ranches in northern Sonoma County.

Group members are ushered aboard the Sprinter and descend through the woodlands.

Just beyond Jordan's red barn, guests meet the resident miniature donkeys, Maverick and Goose, who were adopted by John in 2013. Here, while looking out on a chicken coop and a pasture for grazing Longhorn and Black Angus cattle, guests learn about how John Jordan has focused on diversifying the agriculture of the estate to include cattle for beef, chickens for eggs and more.

The host then leads guests to the foundation of Jordan's culinary program: the garden. This is the birthplace of every dish that Executive Chef Todd Knoll cooks, the place where he gets his inspiration. Guests begin by strolling through a lush acre filled with more than 50 different varieties of fruits, vegetables and herbs, as well as colorful flowers for the winery's floral arrangements. The garden visit culminates with a sampling of whatever produce is ripe at the time, such as juicy Mission figs, handpicked from the tree.





## SEVEN OAKS

With taste buds tempted, guests enjoy a leisurely ride past Jordan's lower lake, which provides irrigation water to the winery and is a haven for cranes and other water birds. The group travels through Cabernet Sauvignon vineyards and olive orchards to a secluded 10-acre oasis known as Jordan Lake, where John has fished for bass since he was a boy.

Here, in the shade of seven Blue Oak trees (hence the name), guests disembark and are led to a rustic patio with a stone island overlooking Jordan Lake. This patio is surrounded by oak, olive and apple trees across from the tranquil fishing lake. While guests marvel at the view, host pours two different vintages of Jordan Chardonnay, and encourages tour participants to compare and contrast an older and a younger. Then the food pairings are revealed.

Not just any food: fresh and delicious fruits and vegetables from the Jordan garden, cradled in Cra'ster oval shaker boxes.

Dishes themselves vary seasonally (depending on what's ripe), though Chef Knoll says the menu includes the kind of unexpected pairings that bring "the garden to the plate" and flatter the wines, such as a spiced garden escabeche with Gravenstein apple vinaigrette and a nigiri of seasonal fruit over sushi rice. An elegant garnish of herb or fruit blossoms highlight the farm-fresh presentation.

Guests sip Chardonnay and enjoy these bites on the naturally shaded patio while looking out over peaceful Jordan Lake. All the while, the host describes both the winemaker's desire to craft an elegant, food-friendly wine and the chef's commitment to estate-grown produce. The pairing experience leads naturally into a discussion about the wine itself, a French-oaked Chardonnay made in Burgundian style, with a perfect blend of stone fruit flavors, vibrant acidity and a succulent finish.

While surrounded by Tuscan olive trees, guests sample the latest vintage of Jordan Extra Virgin Olive Oil, complemented by fruit and nut crostinis and slices of fresh baguette. (Some days, the crostinis are made with Jordan Estate herbs and olive oil.) These Tuscan olive varieties—Pendolino, Leccino and Frantoio—give Jordan's EVOO its grassy pungency, while the Spanish Arbequina contributes the round, smooth mouthfeel.



## AMID THE VINES

Conversation continues in the Sprinter as the group heads through more Cabernet Sauvignon vineyards and shady woods to the next remote stop: Creekside Landing, where a redwood bridge over a seasonal creek connects a vineyard block of Malbec with a block of Petit Verdot.

Guests walk over the bridge, past towering Bay trees and right up to the vines. Here, they'll learn about grapegrowing, as well as the importance of using other Bordeaux grapes in the Jordan Cabernet master blend.

Year-round, this walk through the vineyards introduces guests to the intriguing lifecycle of grapevines, from budbreak in spring to foliage color change in fall.

The host explains which viticulture techniques are employed to produce the finest grapes, such as "deprivation farming," a process in which vines only receive 1-3 gallons of water per week. Guests learn about cover crops and the nutrients they provide naturally to the vineyard, detailing the pros and cons of everything from fava greens to wild clover to bluebells. A taste of freshly fermented grape juice brings the enlightening exercise full circle.





## VISTA POINT

After a short drive that climbs along winding dirt roads to the highest spot in the estate, the Sprinter arrives at the tour's final destination: Vista Point.

Guests walk up to the open-air pavilion, marveling at the panoramic views. At 650-foot elevation, this rocky knoll spills into lush, rolling hills that seem to cascade into oblivion—never-ending hills that have prompted guidebook writers to describe the view as “the best in Alexander Valley.” They are the hills that define Jordan Estate. To the north, the entire Alexander Valley lays out like a patchwork quilt in varying shades of green. To the east, Mount St. Helena rises into the clouds. To the south, the Russian River winds around Fitch Mountain and the busy town of Healdsburg. And to the west, toward the Pacific, the hills of the Russian River and Dry Creek valleys extend into the horizon.

Inside the pavilion, guests are seated at a copper table, hand-crafted for the culmination of the Estate Tour & Tasting experience: a tasting of Jordan Cabernet Sauvignons paired with more fresh delicacies from Chef Knoll.

The wine selections make for an intriguing tasting: Two different vintages from different periods in the property's history—a Cabernet Sauvignon from the library made during

founder Tom Jordan's tenure and one produced after John took over in 2005. Both wines allow guests to see how Jordan Cabernet Sauvignon has evolved while staying true to the original house style emphasizing balance and elegance.

While enjoying the wines, guests sample the tour's final morsels: a bento box with fresh fruit from the Jordan garden, more Jordan Extra Virgin Olive Oil, and Sonoma County and European artisanal cheeses, as well as a small, iron crock cradling miso-glazed Sonoma beef with local mushrooms and braised endive. The beef dish also draws inspiration from the Jordan garden, with vegetables changing seasonally.

The host invites the group to linger at Vista Point for a while to sip the silky reds and snap photos of the magnificent view. On many days, red-tailed hawks can be spotted surfing wind currents down in the rolling hills of vineyards below. It is a very special corner of Sonoma County to enjoy wine country's outdoor lifestyle.

There are a number of special visitor experiences at California wineries, but none are as intimate and memorable. The Estate Tour is truly a journey for all senses.

*Jordan's Estate Tour & Tasting is available Thursdays through Mondays, mid-April through mid-November. The price is \$120 per person, or Jordan Estate Rewards members may redeem at 7,500 points for two. Learn more at [jordanwinery.com/visit](http://jordanwinery.com/visit).*

Matt Villano is a writer and editor whose work has appeared in *TIME*, *The New York Times*, *The Wall Street Journal*, *National Geographic Traveler*, *Expedia.com* and more. He resides in Healdsburg, California.



# LOOKING BACK

Mrs. Jordan and locals remember Alexander Valley when Jordan Winery began



Son, the general store. Or Catelli's restaurant, where Tom and Sally Jordan, over plates of pasta, wooed André Tchelistcheff to help them create the first Jordan wine.

Richard Catelli owned the restaurant back then (his children, Domenica and Nicholas, own it now), and he remembers that luncheons, especially those during the summer, were a who's who of bigwigs in the local wine business.



"On any given day you might have the Gallos and Seghesios, and even Mondavis from Napa, all sitting in the restaurant at the same time," Catelli said recently, naming

some of the most famous wine families in California history. "The town was so old-fashioned then that if you were here 30 years, you were still considered a newcomer. And we could spot the tourists from a mile away."

Everything started to change in the late 1960s and early 1970s. The cost of farming prunes went up. Tax shelter incentives for agriculture businesses enticed North Coast stone-fruit farmers to replant to vineyards. Word spread that many of the fruit farms in Napa were making the switch. This triggered a massive switchover to grapes in the Alexander Valley as well—a push Munselle described as a "Gold Rush."

The Jordans were part of that Gold Rush. As Sally Jordan explained it, she and her husband, Tom, always had dreamed of owning a vineyard, and, in 1971, over a bottle of Georges de Latour from Beaulieu Vineyard, they realized that Cabernet Sauvignon reminiscent of a fine French Bordeaux could be made in the United States; they quickly set the wheels in motion to acquire their first piece of property in Northern California.

Today the town of Geyserville is a tourist destination with great restaurants, a casino and some of the best wineries in Sonoma County. About 40 years ago, however, back when Tom and Sally Jordan came from Colorado and purchased their first piece of land, the Alexander Valley was a much different place.

To call it a small town would have been an understatement. People would stop in the middle of the road to talk to their neighbors. Everybody knew each other. Everybody farmed. And most people farmed prunes.

Bill Munselle, whose family has been farming the valley since the late 1800s, remembered earning money for school clothes by picking those plummy, purple fruits.

"Everything revolved around prunes," said Munselle, who, today, runs his family farm with his son, Bret. "When the trees blossomed, in the spring, it looked like the entire valley was covered in snow. Some years they would delay the opening of school so that all of the local kids could help with the prune harvest."

When local residents weren't toiling in the fields, they were supporting local businesses. Like Bosworth &





(Clockwise from top left): The flowing Russian River with Alexander Valley prune trees blooming in the distance; historic downtown Geyserville; Bosworth & Son general store in downtown Geyserville today; Catelli's family restaurant remains popular; and Alexander Valley region welcome sign near Jordan Estate entrance.



That process included a bit of an education.

"When we heard of the Alexander Valley, we had to locate it on a map," Mrs. Jordan said. "We knew Napa. It was beautiful with excellent soil, but also already developed and growing rapidly. Alexander Valley, in contrast, was picturesque, agriculturally rural and so charmingly approachable. The surrounding mountains looked as if they were hugging the small valley. Its golden hills were dotted with oak trees, which from afar, looked like broccoli."

The Jordans fell in love with the area immediately. They dined at Catelli's. They toured the Healdsburg town square. The more they saw, the more they liked. And after a few visits to the area, the Jordans found the parcels they wanted: a patchwork of prune orchards and fields along the west side of the mighty Russian River on the Alexander Valley floor. Once papers were signed, replanting quickly began.

While their baby grapevines were taking root and their son, John, was just two years old, the Jordans contemplated their next step in the wine business.

"We decided we didn't just want to grow grapes," Mrs. Jordan said. "We wanted to have a winery." In 1974, the young couple stood in the middle of their fledgling vineyard and looked around them. "We spotted this magnificent hill where Jordan Winery sits today."

At the time, this 1,200-acre property belonged to a family from San Francisco who used it as their private fishing ranch. The Jordans tracked down the owners and convinced them to swap the land for an even bigger private fishing ranch in Oregon. Then they let the other "residents" guide them.

"French tradition was to put the chateau on the highest spot, but we didn't necessarily want to do that," Mrs. Jordan reminisced. "We spent weeks walking the land, following game trails here and there. We found a large knoll surrounded by clusters of oak trees that still shelter the winery today. The grasses were matted down under one towering oak where the deer rested on their journey to the highest hills. That's where we set out to build, leaving the higher ground for the wildlife."



The Jordans themselves never had any intention of planting vines on the property where the winery was built; for more than 20 years, they actually kept Jordan Estate wild and only cultivated grapes on the valley floor. Then, in 1996, after the phylloxera root louse infected most of the vines, the Jordans were forced to rethink their focus on valley floor fruit, and planted the first parcels of grapes in the hills behind Jordan Winery.

Today, only 112 acres on the estate are planted to grapes. Except for 18 acres of olive trees, a small parcel for cattle grazing and the chef's garden, the bulk of the vast Jordan Estate remains nearly as wild as it was when Tom and Sally Jordan first laid eyes on it.

"After 40 years, I still never take this beautiful land for granted," Mrs. Jordan said.





# GOING AGAINST THE GRAIN

THE EVOLUTION OF JORDAN'S BARREL SELECTION  
BY ROB DAVIS

Winemaking challenges come in many forms. There can be frost snaps in early spring that harm the grapevines' vulnerable buds, untimely rains while harvesting thin-skinned grapes like Chardonnay or the grudging tank of Cabernet Sauvignon that resists fermentation. Most challenges are forced upon winemakers by Mother Nature, unless you're a winemaker at Jordan. With John Jordan's arrival in 2005, we made a commitment to ourselves, and our customers, to get better with each new vintage. Our latest target in this endless pursuit of perfection: oak barrels.





## DARING AMBITIONS

The potential impact of oak treatment on the final wine is tremendous. Oak's influence on a wine's flavor profile is second only to its fruit. When used judiciously, barrel aging both frames and highlights everything great about a vintage without competing for attention. It showcases the fruit expression, aids in character development, rounds out the overall structure, and literally put, spices up the story line without interfering or confusing the message of the wine.

At Jordan, our wine style has always been focused on balance, and while the role that oak plays in our winemaking has not changed, new characters have been introduced to the “story line” to challenge old assumptions. Thus, the plot has thickened.

Why tinker with the oak if the wine is already popular? As John Jordan says, “If we’re not getting better, we’re getting worse.” Fans can rest assured: We aren’t changing the style of Jordan Cabernet Sauvignon in any way; we are simply finding ways to enhance and elevate it. Our palates and empirical wisdom are our guides, and they are leading us to a place that would have made my mentor, the late André Tchelistcheff very proud. Having just completed my 38th vintage at Jordan, I can tell you that this challenge is our most exciting to date. But to reach the conclusion that it was time to go against the grain and further fine-tune our barrel selection, we started in the vineyards.



## SOURCING GREAT FRUIT

The highest priority in winemaking is to begin with the highest quality ingredients, in our case, grapes from the most well-respected vineyard blocks on the eastern benchlands and hillsides of the Alexander Valley. After six years of refining which vineyards, blocks and growers are best-suited for Jordan Cabernet Sauvignon (see “The Art of Blending,” Vol. 7), we’ve finally found a whole new level of balance—grapes that achieve ideal ripeness at lower sugar levels grown

in vineyards with well-drained soils that are quite resilient to Mother Nature’s quirks. We affectionately call this collection of vineyards the “Côte de Jordan.” Because our new vineyard sources are consistently yielding us some of the most pure, high-quality fruit in our history, our focus has naturally turned to the barrels, where *élevage*, French for the “raising of the wines,” begins. Continuing to evolve Jordan’s barrel cooperage selection to best support and showcase this pristine fruit has become a key focus within Jordan’s cellar walls.





## SELECTING BARRELS

Jordan's barrel selection process has always been rigorous. Once harvest is complete, the specific attributes of each barrel are thoroughly investigated, through a series of tastings, for its potential compatibility with each and every vintage of Jordan Cabernet Sauvignon and Chardonnay. Basically, coopers must try out for their jobs each year. If noted barrel producers change in quality or fundamental style, they may be removed from or added to the Jordan barrel-aging program, depending on what those changes contribute to the wine. Just because a particular type of barrel contributed to a previous vintage has little influence on its potential to contribute to the current vintage. Every vintage begins with a clean slate.

Unlike the typical practices of many wineries, at Jordan, barrels are specifically chosen for the vintage after its personality has presented itself, not prior to the harvest. This connection only comes through spending time in the vineyards, constantly tasting the grapes during the growing season, sampling the juice during crush and after the completion of both primary and malolactic fermentation. Once carefully acquainted with the new vintage, samples of the previous vintage, still going through the *élevage* process, are pulled for the purpose of these tasting sessions. Each member of the winemaking team sits in our technical tasting room with a pen, a tasting sheet, a spit cup and a line-up of glasses sporting randomized numbers (a technique used to eliminate any outside influence). The wine from the previous vintage in each glass is exactly the same in regards to vineyard block and variety blending; the only difference is the oak barrel it was aged in.

The notes recorded on the tasting sheets during these sessions are not riddled with wine geekery. We use ratings like low, medium, medium-plus or high. At the end of the day, the most important question is, "Does it taste good?" Sure, we'll be assessing other quality queues and asking more questions of each sample. Does the oak treatment overpower

and mask the fruit? What effect does the oak have on the acidity, mouthfeel and body of the wine? Does it add aromas and flavors that are not in sync with the fruit or with the Jordan style? Or, does it beautifully integrate with and complement the fruit? The tannin structure is analyzed in a similar manner, as the oak will impart additional tannin to the wine. From the attack to the mid-palate and all the way through the finish, it is amazing how each type of barrel can so drastically change the composition and perception of the finished wine.

There is a twist: All of these evaluations are done blind. The objective of the tastings is to identify how each of the different barrels has contributed to that vintage's personality, and based off of those results, to make an educated, unbiased and responsible decision as to not only whether or not it would contribute well to the new vintage, but if so, in what percentage of the overall barrel program. Easy, right?

It is not as simple as it may seem, as not all barrels are the same. There are many different coopers to choose from, and options of barrel type and style will often be available from each cooper, whether they are different sizes, made from the trees of different forests, or have varying toast levels. Every barrel, even if the same make and model, will be slightly different. In fact, all 31 staves that make up a barrel will likely be different from each other. Just as it is imperative for winemakers to understand the personality of each vintage's grapes, it is equally important for us to understand the personality of the barrels, and to determine whether or not those personalities complement each other.

## OAK EVOLUTION

American oak was the foundation for Jordan Cabernet Sauvignon back in the 1970s and 1980s, making up about 50% of the barrels employed. Like many pioneers during the California wine "Gold Rush," we believed that American oak was a natural complement to a California Cabernet.

Now, we are challenging that paradigm.





(Clockwise from top left): The Colbert barrel crest; a row of Colbert barrels in the Jordan barrel room; and 2011 vintage lot samples from different Cabernet Sauvignon and Merlot grower vineyards before blending.

Since the 2006 vintage, when our first fruit-sourcing enhancements occurred, the fruit expression and concentration in our wines has increased. Once those wines made their way into the blind tasting exercises for barrel selection, the winemaking team began choosing French oak barrels increasingly as our preference for Jordan élevage. Why? The fruit demands it. French oak is superior in its ability to frame and better showcase the higher fruit quality. Over time, Jordan Cabernet Sauvignon Alexander Valley has gradually gone from a 50-50 combination of American and French oak aging to nearly 85% French oak with the 2013 vintage. We also continue to fine-tune which barrel makers, or coopers, are performing to our standards and which toast levels and grains help us achieve our house style. The aroma and structural contributions that a wine may take on during oak aging are numerous. Which contributions the barrel imparts to the wine largely depend on a multitude of factors, such as the source of the oak trees, species, tightness of grain, age of the tree, length of seasoning period, toasting level during barrel production, and whether the barrel is being used for the first, second or third time. Tempering the amount of new oak—usually less than 40% total—also remains key to harnessing the balance between fruit and oak in both Jordan Cabernet Sauvignon and Chardonnay.

Elevating our barrel program isn't simply about using more French oak. It's about which French oak forests our barrels come from as well. Jordan Cabernet Sauvignon barrels are now primarily sourced from a coveted section of the Tronçais forest in central France where the oak trees are renowned for their extremely tight grain and understated aromatics. Named after Jean-Baptiste Colbert, a minister of Louis XIV responsible for the forest's original plantings, these barrels command the highest price and are prized by winemakers around the globe for their unparalleled ability to seamlessly add depth to wine without interfering with the fruit expression. Colbert barrels frequently rank highest in our blind tasting sessions; they possess great consistency from year to year and their flavors integrate well with our fruit. Oddly enough, the most expensive wine barrels impart the least amount flavor. The charm is in their subtleties.



## BEYOND THE BARREL

Each growing season, I'm faced with the challenge of preserving the original vision of balanced, food-friendly wines, while letting the thumbprint of each vintage shine through in the wine. It is a task much easier said than done, and is a delicate dance between artistic freedom and necessity of restraint. With every vintage expressing a unique personality, like children, the élevage of each must be specifically tailored in order for its potential greatness to be fully achieved. It is the subtle supporting contributions from barrel aging in the sleepy depths of the winery's cellar that are responsible for this intensely supervised upbringing of our young wines.

Although the differences are vast, from a winemaker's perspective, the most important thing is that the barrels of a specific type from a single producer remain consistent from year to year. With the unique grape chemistry of each vintage due to varying climatic conditions during the growing season, the barrels are one thing we winemakers expect to bring some control and consistency to the resulting wine.

As the 2014 growing season begins, I am reminded of John Jordan's desire to continue getting better each vintage. That challenge is exactly what inspires our winemaking team. We are already working on the next one.





# SPRING RELEASES

2010 CABERNET SAUVIGNON ALEXANDER VALLEY  
2012 CHARDONNAY RUSSIAN RIVER VALLEY

## 2010 CABERNET SAUVIGNON ALEXANDER VALLEY

### WINEMAKER'S COMMENTS

A quintessential Jordan wine defined by approachability and elegance. Aromas of blackberry, blueberry and cassis mingle with hints of violet and dark chocolate to seduce and intrigue. The palate is inviting and silky, with a vivid core of cassis that defines every sip, balanced by a backbone of acidity and a smooth tannin structure. This wine's never-ending, layered finish makes it enjoyable now or cellar-worthy through 2026. Decant prior to serving to further accentuate the aromas and flavors.

### THE VINTAGE

The 2010 growing season was the definition of “cool climate” in an appellation known for its warmth. The quality of most vintages is determined by months of moderate weather; 2010 was measured in days. A late spring and generally cool summer allowed the grapes to mature very slowly. Most grapes achieved ideal ripeness at lower than usual sugar levels; it was Mother Nature rather than the winemaker who fashioned the wines to be lower in alcohol. 2010 was a near-perfect growing season for thick-skinned grapes like Cabernet Sauvignon and Merlot.

### THE WINEMAKING

From October 2 to 22, more than 60 vineyard lots from both Jordan Estate and a dozen family growers were harvested at optimal maturity. After primary fermentation, every lot was evaluated and only the top blocks were selected for blending in our historic oak casks. This “barrel blend” was then transferred to a collection of carefully selected oak barrels (74% French and 26% American) where it aged for one year, allowing the flavors to marry and full tannin integration to take place. The blend of 76% Cabernet Sauvignon, 16% Merlot, 7% Petit Verdot and 1% Malbec matured in bottle for an additional two years before release; alcohol: 13.5%.

### FOOD PAIRING SUGGESTIONS

This wine's lush fruit texture, bright acidity and lower alcohol make it a natural go-to for food and wine pairings. The 2010 Jordan Cabernet Sauvignon carries such an elegance and textural evolution from the palate through the finish that myriad pairing options present themselves—from grilled Cornish hens, duck confit and veal tenderloin to Sonoma lamb, roasted venison and dry aged beef.





Jamón Reserva with Dried Sonoma Fruit Salad (*far left*) and Salmon Rillettes with Coriander Vinaigrette and Golden Trout Roe (*below*) pair beautifully with these wines. View the recipes at [jordanwinery.com/recipes](http://jordanwinery.com/recipes).



## 2012 CHARDONNAY RUSSIAN RIVER VALLEY

### WINEMAKER'S COMMENTS

Aromas of fresh Fuji apple and Asian pear entice the nose, laced with intriguing hints of lemon custard, flint-like minerality and a subliminal caress of integrated vanilla and baking spice from thoughtful time in French oak. The mid-palate is creamy and complete with a firm acidity that carries through the persistent finish. Jordan's 2012 Chardonnay sets a new benchmark for future vintages.

### THE VINTAGE

2012 was truly a phenomenal growing season—every winemaker's dream. Spring temperatures were cool but not too cold with minimal rain and no frost scares during budbreak. Some windy days occurred during the grapevine blooming period in May, only slightly affecting Chardonnay cluster size. Summer temperatures were ideal: very moderate with sunny days and few heat spikes; mornings were foggy but not cold or wet. The copious quantity of clusters on the grapevines was concerning at first, but the fruit tasted balanced and concentrated, so we let the plants continue their natural course. After a long, temperate summer, the harvest was fast and furious, with white and red grapes ripening at the same time. But the biggest surprise was how absolutely stunning this big, bountiful crop tasted in the tanks—the highest quality bumper crop we've ever witnessed.

### THE WINEMAKING

From September 18 to October 7, grapes were handpicked in the coolness of the night to retain their aromatics and purity of flavors. The grapes had intense fruit flavors and lively acids due to the perfect growing season. Ten weeks of sur-lie aging, with some bâtonnage, heightened the creamy texture of the mid-palate. Malolactic fermentation was limited to only 29% in order to retain the wine's bright acidity and natural expression of fruit intensity. The wine matured in French oak barrels for 6.5 months before 10 months of bottle age. 100% Chardonnay; alcohol: 13.5%.

### FOOD PAIRING SUGGESTIONS

The 2012 Jordan Chardonnay is the ultimate pairing wine at the dinner table, acting as a complement, contrast or bridge to vast flavors. Expressions of clean and precise fruit, a vivid backbone of acidity and subtle oak nuances are its key components to versatility. From halibut ceviche, abalone tiradito and grilled sand dabs to soft-shell crab, garden tempura and grilled chicken, the options are limitless.





## 2012 JORDAN ESTATE EXTRA VIRGIN OLIVE OIL

### CHEF'S COMMENTS

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

### THE VINTAGE

The picture-perfect weather in 2012 made it a dream year for olive growers as well. Temperatures were moderate from spring to fall, with no frosts in spring, no wind during bloom and few heat spikes during the remaining months of the sunny growing season. A bearing year for our trees, this abundant crop was rich in flavors of artichoke and freshly picked thyme. Harvest began on November 13 with Spanish Arbequinas and concluded with our Tuscan varieties in early December.

### THE MAKING

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

### FOOD PAIRING SUGGESTIONS

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



# ESTATE RECIPES

By Todd Knoll

## SMOKED SONOMA LAMB WITH QUINOA, FENNEL AND ROYAL TRUMPET MUSHROOMS

*Using a smoker in the winter months can be tricky, but the best cure for the winter blues is a great smoked meat dish. The smoky flavor of this tender meat, coupled with a Mediterranean rub, accentuates the subtle, spicy-oak nuances in the Jordan Cabernet Sauvignon. When blended with exotic spices, quinoa, simple to prepare and gluten free, gives this dish texture and rich depth.*

### INGREDIENTS:

1 Sonoma lamb loin, trimmed (approximately 1 pound)  
1 Tbsp Jordan Extra Virgin Olive Oil  
2 Tbsp \*Mediterranean spice rub  
1 tsp grape seed oil  
Fresh marjoram and smoked Maldon sea salt to garnish

### FOR THE QUINOA:

1 cup water  
1 tsp ground cumin  
1 tsp ground sumac  
10 saffron threads (Kashmir "Mogra Cream" Indian Saffron, if available)  
1 Bay leaf  
½ cup quinoa  
1 Tbsp lemon juice  
2 Tbsp Jordan Extra Virgin Olive Oil

### FOR THE FENNEL AND MUSHROOMS:

1 fennel bulb, sliced into ½" disks  
¼ lb Royal trumpet mushrooms, sliced ½" thick  
1 Tbsp Jordan Extra Virgin Olive Oil  
Kosher salt and freshly ground pepper to taste





#### INSTRUCTIONS:

To begin, prepare a smoker with apple or apricot wood chips and bring smoker to 225 degrees, following the instruction manual. Rub the lamb loin generously with olive oil and Mediterranean spice rub. Tightly wrap the lamb loin in plastic wrap and allow it to come to room temperature (25-30 minutes). Remove the lamb from plastic wrap and place in the smoker. Smoke until the internal temperature of the loin is 125 degrees (20-30 minutes).

While the loin is smoking, prepare quinoa, fennel and mushrooms. Start by bringing one cup of water, spices and herbs to a boil. Add quinoa to the broth and simmer until cooked through (18-20 minutes). Strain the quinoa, transfer to a non-reactive bowl and season with lemon juice, olive oil, salt and pepper to taste. Next, place a grill pan over medium-high heat. In a non-reactive bowl, toss fennel and mushrooms in olive oil; season with salt and pepper. Grill fennel and mushrooms on both sides for approximately one minute or just cooked through; remove from heat and reserve.

Remove the loin from the smoker. Over high heat, bring a cast-iron pan filmed with grape seed oil to nearly smoking and sear lamb on one side. Allow lamb to rest for a minimum of ten minutes; slice and reserve.

To serve, mound one to two tablespoons of quinoa onto a warm plate. Lay slices of fennel and royal trumpeter mushrooms over quinoa. Place sliced lamb loin, folded over on top of quinoa and garnish with marjoram and smoked Maldon sea salt.

*Serves 12 (hors d'oeuvres) or 6 (small plates).*

*\*Mediterranean spice rub can be found online at [thespicehouse.com](http://thespicehouse.com) or other fine retailers.*



## WINTER BEETS WITH WILD AMERICAN HACKLE ROE

*Though this elegant bite is topped with a quenelle of sustainable American “caviar,” the true richness lies in the savory, winter beet. Rich in color, earthiness and sugar content, beets are unmatched in flavor, and the complexity makes for a seamless pairing with Jordan Chardonnay.*

#### INGREDIENTS:

2 Chioggia beets, scrubbed and trimmed  
1 Tbsp grape seed oil  
1 cup coarse salt  
1 tsp Jordan Extra Virgin Olive Oil  
Kosher salt to taste  
2 oz. Hackleback Sturgeon Roe\*  
¼ cup crème fraîche seasoned with kosher salt  
Fresh chives and chervil leaves

#### FOR THE GELÉE:

2 red beets (Cylindra or Detroit Red), juiced (approximately 1 cup)  
½ tsp aged Sherry vinegar  
Kosher salt to taste  
1-½ sheet gelatin

#### INSTRUCTIONS:

Pre-heat oven to 425 degrees. To make the gelée, combine red beet juice, Sherry vinegar and salt in a saucepan over medium heat. Bring to a simmer for thirty seconds, remove from heat and set aside. “Bloom” the gelatin by soaking the sheets in a bowl of cold water for 5 to 10 minutes. (About 1 cup, or 250ml, of cold water per sheet.) Once soft, lift sheets from the cold water. Wring gently to remove excess water and stir sheets into warm beet juice until completely dissolved. Check for seasoning, strain and pour into twelve spoons, refrigerate to set. (This step may be completed the day prior to serving.)

While Gelée is setting, toss Chioggia beets in grape seed oil to coat. Cover the bottom of a small heavy sauté pan with the coarse salt. Bury the beets half way and roast in the 425 degree oven until easily pierced with a paring knife (45 minutes-1 hour). Allow the beets to cool to the touch. Rub the skins off with a kitchen towel, slice thinly, brush with Jordan Extra Virgin Olive Oil, season with kosher salt and reserve.

Once each spoon of gelée is set, stack two slices of the roasted beet and top with a quenelle of caviar. Garnish with crème fraîche, chervil and chives.

*Serves 12 hors d'oeuvres*

*\* Hackleback Sturgeon Roe may be purchased online at [californiacaviar.com](http://californiacaviar.com)*



# CHATEAU *Boutique*

2006

## Cabernet Sauvignon

This vintage perfectly blends Old World and New World styles. With its elegant integration of black-fruit flavors, tannins and bright acidity, 2006 Jordan is built for longevity. A youthful, silky wine that truly comes alive when decanted and paired with a well-marbled steak.

\$59 (750mL)

\$199 (1.5L in gift box)

\$600 (3L in gift box)

[jordanwinery.com/shop](http://jordanwinery.com/shop)



2002

## Cabernet Sauvignon

Hailing from a near-perfect vintage, 2002 Jordan still youth on its side. Its palate of red fruits and spice is as complex and rich as the bouquet, with layers of silky tannins showing tremendous depth and roundness. Arguably our winemaker's favorite vintage of that decade, it's drinking beautifully.

\$83 (750mL)

\$219 (1.5L in gift box)

\$600 (3L in gift box)

\$1,600 (6L in gift box)

[jordanwinery.com/shop](http://jordanwinery.com/shop)



2001-2006

## Cabernet Sauvignon

### Vertical in Gift Box

This six-bottle gift box filled with Jordan Cabernet Sauvignon is the perfect expression of Jordan's ageability, consistency of style and the subtle nuances of consecutive vintages made by our winemaker of 38 vintages. A time capsule of our history that culminates with John Jordan's first vintage: 2006.

\$415

[jordanwinery.com/shop](http://jordanwinery.com/shop)



1990

## Cabernet Sauvignon Magnum in Gift Box

Another ideal growing season that produced a remarkable vintage, 1990 in magnum is ready to drink. Defined by cherry aromas and flavors with olive and tea notes on the palate, its silky mouthfeel and aged characters pair perfectly with earthy, triple-cream cheeses.

No decanting necessary.

\$400

[jordanwinery.com/shop](http://jordanwinery.com/shop)

Available at [jordanwinery.com](http://jordanwinery.com)





1981

### Cabernet Sauvignon Magnum in Gift Box

From swirl to finish, this 34-year-old magnum of 1981 Jordan displays the complex, savory characteristics of a slowly, carefully aged wine. The fruit flavors and acidity signal that it is refusing to give up its youth. Only a few bottles from the 1980s are left in our cellar. A taste of history.

\$400

[jordanwinery.com/shop](http://jordanwinery.com/shop)



### 2002-2003-2004 Cabernet Sauvignon in Gift Box

Vertical tastings of three vintages are a fun way to bring mystery and wine education to your next dinner party. Our 2002-2003-2004 Cabernet Sauvignon vertical offers intriguing differences in fruit and tannin structure due to distinct growing seasons. Silky, aged wines to uncork now or cellar.

\$402 (6 bottles)

\$804 (12 bottles)

[jordanwinery.com/shop](http://jordanwinery.com/shop)



### 2012 Chardonnay & 2010 Cabernet Sauvignon in Gift Box

A new benchmark for Jordan, these latest releases—2012 Chardonnay and 2010 Cabernet Sauvignon—combine two excellent growing seasons with our winemaker's determination to push the boundaries of quality. Both exude the elegance and seamlessness of a great French wine. Available beginning April 1, 2014.

\$92 (2 bottles)

\$269 (6 bottles)

[jordanwinery.com/shop](http://jordanwinery.com/shop)



## A COLLECTION OF OUR FAVORITE VINTAGES



2012

### Estate Extra Virgin Olive Oil

This vintage's balance of fruit, pungency and bitterness make it an ideal oil for finishing appetizers, salads and entrées. The picture-perfect growing season helped us craft a fine oil with an exotic bouquet, buttery texture and clean finish.

\$29 (375mL bottle)

[jordanwinery.com/shop](http://jordanwinery.com/shop)



### 2007-2008-2009 Chardonnay in Gift Box

Ready to drink upon release, Jordan Chardonnays truly shine with 3-5 years of bottle age. The 2007, 2008 and 2009 are three classic vintages that demonstrate the charms of a mature, Burgundian-style white wine—interwoven layers of fruit, acidity and oak, which create a seductively smooth palate.

\$115

[jordanwinery.com/shop](http://jordanwinery.com/shop)



# JORDAN ESTATE *Rewards*



## EXCLUSIVE EXPERIENCES IN WINE COUNTRY

Jordan Estate Rewards offers our most loyal customers the opportunity to enjoy Jordan's renowned hospitality through intimate experiences available only to members. When you enroll in Jordan Estate Rewards, for every dollar you spend at Jordan, you'll earn points to redeem for exclusive guest privileges at our estate—from special events, overnight stays, luncheons and dinners to fishing excursions on Jordan Lake and wood-fired oven cooking demonstrations with our chef.

### New Rewards & More

Each year, we strive to create new ways to enhance the Jordan Estate Rewards program and to make experiences more accessible to our members. Two exciting supper club-style dinners debut in 2014 as part of our new Savor rewards level. Also, some of our most popular guest experiences are now easier than ever to redeem, thanks to increased availability.





2



4



3

1

### Sunset Supper at Vista Point

Enjoy our first-ever dinner parties at Vista Point, the highest hilltop on Jordan Estate. A reception at our new Vista Point pavilion will be followed by a seated, multi-course meal amongst the grapevines—all paired with Jordan wines and panoramic views of Alexander Valley's rolling hills at sunset. Hosted on July 19 and August 16, 2014, these events are limited to 50 guests. *Sunset Supper at Vista Point for Two* is a Savor reward available for 10,000 points or \$200 per person.

2

### Valentine's Dinner in the Dining Room

Indulge in a decadent dinner in the Jordan dining room with fellow Jordan Estate Rewards members. This event features seven courses paired with multiple vintages of Jordan wines. A wonderful way to experience the exclusivity of dining at the chateau while socializing with friends old and new. A Savor reward that debuted in 2014, *Valentine's Dinner in the Dining Room for Two* is limited to 30 guests and offered for 10,000 points. Save the date for our next event: Saturday, February 14, 2015.

3

### Retrospective Tasting of Jordan Cabernet Sauvignon with our Winemaker

Experience a captivating winemaker-led vertical tasting of Cabernet Sauvignon, dating back to a 1970s vintage, followed by a three-course luncheon in our dining room. Hosted biennially, our next event will be Friday, March 27, 2015. Now offered as a Savor reward for two people at 10,000 points.

4

### Harvest Lunches at Jordan

Celebrate wine country's most exciting season with harvest lunch at Jordan, our annual series of family-style feasts, which are now hosted weekdays for six weeks during the fall harvest season (September 11-October 18, 2014). Harvest Lunches are offered for four people at 7,500 points or two people at 4,500 points.

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

Members also receive our monthly email newsletter, featuring special wine offers, bonus point announcements, winery news, recipes and invitations to events at Jordan Vineyard & Winery. Join today at [jordanwinery.com/rewards/join](http://jordanwinery.com/rewards/join).





# STORIES That Linger

## A DATE WITH DESTINY

Shortly after reconnecting at our ten-year high school reunion, Dave asked me out for coffee. After a few cups and much conversation, our coffee “date” transformed into dinner at an amazing restaurant in Connecticut.

As we sat down to dine that night, little did I know that the meal would become the first of many wonderful dinners, and more importantly, a lifetime of phenomenal wine memories.

Dave handed me the wine list and said, “Choose whatever you want.” I perused the leather book and quickly spotted a 2005 Jordan Cabernet, which triggered a memory of the *Spring at Jordan* event I’d attended during a California vacation. At Jordan, I’d sipped delicious Cabernets and Chardonnays, and had eaten magnificent cuisine to my heart’s content. I knew that was the bottle to order! Dave and I sat at that table all night—eating, drinking and laughing until the servers were cashing out

their tips and every table in the dining room was empty.

The next day, my best friend, Melissa, who is quite possibly an even bigger Jordan wine fan, asked how the date went. I described the entire day, and we both decided that Dave was a keeper for many reasons, including his letting me order a bottle of Jordan Cab!

Two and a half years and many bottles later at our wedding, Melissa and her husband presented us with the best gift of the night: a magnum of 2006 Jordan Cabernet signed by John Jordan. We cannot wait to open this big bottle up one day and share it with our best friends and family. Jordan wines will always be a part of the memories created through milestones, get-togethers and everyday happenings in our lives.

—Becky Coppola





## THE GIFT OF WINE (and Tears)

My parents were married in 1980. When their 30th anniversary approached in November 2010, I knew I wanted to give them a special gift—and it had to be a wine. I was born and raised in Alexander Valley and grew up trying sips from my parents' glasses. Wine has always been in our lives, but which wine was worthy of uncorking to celebrate three decades of marriage?

I started asking my mother a few subtle questions, hoping to get some shopping ideas without blowing my cover. The best question I asked: "What's the most memorable wine you've ever had?"

Her response? For their wedding, a friend had gifted them a 1976 Jordan Cabernet Sauvignon—Jordan's first vintage, a wine far older than me. I did some research and found the 1976 Jordan tasting notes on its website, but no purchase price. I wasn't sure they would sell me a bottle even if I asked them to. But lucky for me, I went to school with Jordan Winemaker Rob Davis's daughter, Andréa.

With his help, I was able to secure one of the few bottles of 1976 left in the cellar.

When they opened the gift box on their 30th anniversary night, my mother cried. My dad kept clearing his throat. "Oh, wow, wow," he repeated over and over. It felt so good to see them moved beyond words. Mission accomplished.

— Alex Neureuter

## BEHIND THE NAME

I first became aware of Jordan Cabernet Sauvignon with the 1976 vintage. At that time, to me, it was the best domestic red wine I had tasted.

When my wife and I were married, we used to drink Jordan with dinner all the time. While my wife was pregnant, we contemplated whether or not to name our son after someone on either side of our families—traditional names like Jonathan, Michael and Christopher, or even Ira Jr. Then, we thought back to that wonderful Cabernet we'd always enjoyed over dinner and said, "That's it. We'll name him Jordan."

We were on a good creative roll, so we started discussing middle names. Go traditional? Again, that didn't feel right. We wanted a middle name that had an emotional connection to the first name. I thought of the Alexander Valley where the Jordan grapes came from, and the baby-naming project was complete: Jordan Alexander Kaye.

When Tom Jordan heard our story, he invited us to the winery for a private tour. Jordan Alexander was just a baby at the time, and we decided to make it our first family trip to wine country.

Unfortunately for my wife, baby Jordan was very fussy that day, and she decided to wait outside the winery chateau with the crying baby while I enjoyed a private tour and tasting of our favorite wines. I must admit: I loved every minute of the tasting, and felt a little guilty. Afterward, Mr. Jordan sent us two cases of a 1980s vintage Cabernet Sauvignon, signed by Rob Davis.

One of my fondest memories was sharing a bottle of Jordan with my son on his 21st birthday. Jordan wine is now our family tradition too.

— Ira Kaye

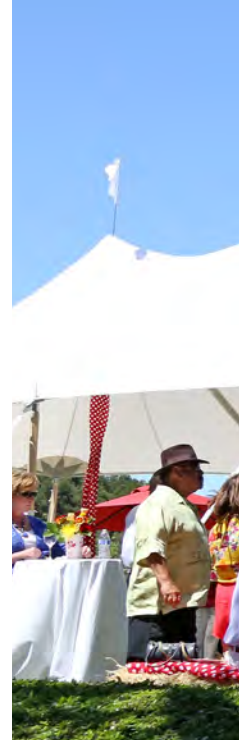


# EVENTS CALENDAR



Jordan wines are showcased at many events across the country. Our website is continuously updated with the latest regional and estate events. For a complete list of events, please visit [jordanwinery.com/news](http://jordanwinery.com/news).

- **PEBBLE BEACH FOOD & WINE**  
Pebble Beach, CA  
April 10-13, 2014
- **AUSTIN FOOD & WINE FESTIVAL**  
Austin, TX  
April 25-27, 2014
- **COCHON 555**  
San Francisco, CA  
April 27, 2014
- **NANTUCKET WINE FESTIVAL**  
Nantucket, MA  
May 14-18, 2014
- **SPRING AT JORDAN**  
Healdsburg, CA  
May 17, 2014
- **NEW ORLEANS WINE & FOOD EXPERIENCE**  
New Orleans, LA  
May 21-24, 2014







➤ **FOOD & WINE CLASSIC IN ASPEN**

Aspen, CO  
June 20-22, 2014

➤ **GRAND COCHON**

Aspen, CO  
June 22, 2014

➤ **SUNSET SUPPER AT JORDAN**

Healdsburg, CA  
July 19, 2014

➤ **SONOMA WINE COUNTRY EVENT**

Sonoma County, CA  
August 29-31, 2014

➤ **SANTA FE WINE & CHILE FIESTA**

Santa Fe, NM  
September 24-28, 2014



➤ **CHICAGO GOURMET**

Chicago, IL  
September 26-28, 2014

➤ **HARVEST LUNCHES AT JORDAN**

Healdsburg, CA  
September 17-October 16, 2014

➤ **NEW YORK CITY**

**WINE & FOOD FESTIVAL**  
New York, NY  
October 16-19, 2014

➤ **CHRISTMAS AT JORDAN**

Healdsburg, CA  
December 6, 2014

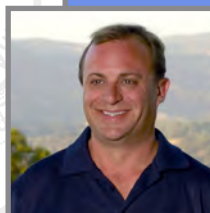


INTERNATIONAL

# TRAVELING WITH JORDAN

Ready to plan your next vacation?

Try one of our favorite overseas destinations or local hang-outs.

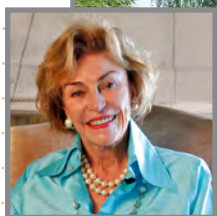


## Berlin, Germany

John Jordan

My favorite hotel in the world is the Adlon Kempinski in Berlin. This legendary, five-star property encapsulates 19th-century European grandeur while pampering guests with 21st-century amenities. It also happens to be located in my favorite city in Europe: Berlin. Berlin represents the nexus of old and modern Europe. So much of the history of the 19th and 20th centuries happened in this capital city, from the Thirty Years' War and the heart of the Cold War to the rise of the Federal Republic of Germany we know today. I'm somewhat of a history buff and I speak German, so I'm very comfortable just walking around the city, taking in all the architecture and culture. Berlin is one of the cities where you can really get lost in 200 years of history within a mile and a half of the Adlon. That's my kind of vacation.

[kempinski.com/en/berlin/hotel-adlon](http://kempinski.com/en/berlin/hotel-adlon)  
[visitberlin.de](http://visitberlin.de)



## Alsace, France

Mrs. Jordan

I had one of the most memorable meals of my life in Alsace. With its three stars, Auberge de l'Île is well worth the pilgrimage. It is located about an hour south of Strasbourg, Alsace's capital, and is one of only 26 restaurants in all of France to earn this coveted, highest Michelin Guide ranking. Nestled in a Monet-like garden with weeping willows billowing over a lily pond, Auberge de l'Île is an idyllic home for its preening swans, which provide guests with live entertainment. After a three-hour lunch, Tom and I drove around Alsace wine country reminiscing about every detail of the meal—the luscious clouds of quenelles de brochet, incomparable poisson aux truffes and the final flourish of the crêpe soufflé. We had driven about forty miles when we pulled to the side of the road and called the Auberge pathetically begging for a dinner reservation. Only the early seating was available, so we raced back to this gastronomic paradise.

[auberge-de-l-ile.com](http://auberge-de-l-ile.com)



## Moorea, French Polynesia

Lisa Mattson

This South Pacific is heaven on Earth for snorkelers. My husband and I love going on an island vacation every winter, and Moorea tops our list of all-time favorite destinations. The turquoise waters are shallow, calm and filled with colorful fish. Small clusters of coral just offshore are fun to explore and easy to navigate for swimmers, canoers and snorkelers alike. Snorkeling in Moorea is better than Bora Bora, Belize, Aruba, the Bahamas, Hawaii or Florida, in my opinion. Splurge for the overwater bungalows at the Hilton and relax on your private dock, watching spotted puffer fish swimming around with yellow tangs, parrotfish and other tropical beauties. With the convenience of a snorkeling mecca at your feet (literally), we couldn't help exploring the underwater world of Moorea 3-4 times a day. The Hilton's tiki restaurant on the beach also serves excellent poisson cru (Tahitian-style ceviche) during lunch. Use Hilton points to redeem a garden bungalow—no point redemptions allowed for overwater rooms—then request the upgrade to overwater for a fee (about \$200 per night).

[hilton.com](http://hilton.com)  
[tahiti-tourisme.com](http://tahiti-tourisme.com)



## South Kona, Hawaii

Todd Knoll

Every year in late winter, my family vacations on a Hawaiian island to warm our spirits. The Big Island of Hawaii is a haven for foodies. Kona is well-known for the excellent coffee, cultivated high on the slopes of the Hualalai Volcano. This fertile volcanic soil and ideal growing conditions are also home to exotic fruits, vegetables, native botanicals and even world-class cacao. Surrounding all these epicurean indulgences is the deep blue Pacific and sunny weather. Far south of the Big Island's luxurious Kohala coast, the Keauhou farmer's market, located at the end of Kailua Kona's historic Ali'i Drive, is well worth seeking out. It is open every Saturday from 8 a.m. to 12 p.m. and is my family's first stop when visiting the Big Island. I have found that shopping like a local, which naturally leads to exchanging ideas with fellow gardeners, hunters, gatherers and cooks, is the fastest path to immersing myself into a culture. Other south Kona gems on my must-visit list: a mid-day refreshment at Scandinavian Shave Ice, an early lunch at Da Poke Shack, pupus with an amazing view at Sam Choy's Kai Lani, Fair Wind-guided night diving with the Manta Rays, and of course, the world-famous Donkey Balls chocolates. VRBO is indispensable for narrowing our search for a vacation rental home with a functional kitchen. Schedule ample time when selecting your property and be sure to ask any questions of the property owner prior to travel.

[gohawaii.com/big-island](http://gohawaii.com/big-island)  
[keauhoufarmersmarket.com](http://keauhoufarmersmarket.com)  
[dapokeshack.com](http://dapokeshack.com)  
[samchoy.com](http://samchoy.com)  
[fair-wind.com](http://fair-wind.com)



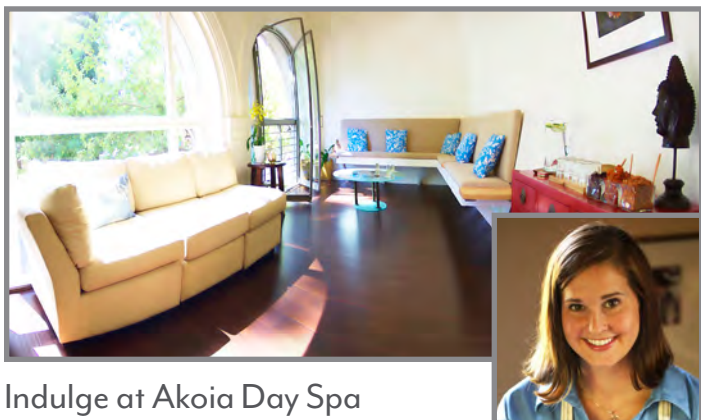


## Favorite Way to Spend the Day

Claire Smith—Senior Guest Services Associate/Estate Tours

When my husband and I have a rare day off together, we like to take full advantage of it right here in our own backyard. Start your day in the late morning at Bodega Bay's Doran Beach with a hike along the sand, enjoying a few glimpses of sun peeking through the coastal fog. (Make sure to bring a jacket.) From there, drive to the town of Freestone in western Sonoma County, known mostly for its Pinot Noirs, to the new Freestone Artisan Cheese, which samples and sells sheep, cow and goat cheeses from the surrounding area. Spend the day exploring one of our quaint towns, such as Guerneville, Graton or Occidental. (Occidental has a special place in my heart because I went to grade school and got married there.) A nap will be in order in the late afternoon—at least it always is for us after a day in "West County"—so rest up before dinner at newish local favorite in downtown Santa Rosa called Spinster Sisters. The wine list is diverse and intriguing, but you are welcome to bring a favorite bottle and pay corkage. Small plates are the specialty at this lively, hip spot—savory, global favors from Thai inspired grilled calamari to braised beef tongue, pork belly and the best Three Twins sundae and affogato, made with local Flying Goat coffee.

[parks.sonomacounty.ca.gov](http://parks.sonomacounty.ca.gov)  
[freestoneartisan.com](http://freestoneartisan.com)



## Indulge at Akoia Day Spa

Nitsa Knoll—Director of Hospitality & Events

Hidden away in the second level of a Healdsburg Plaza building, Akoia isn't one of the most well-known spas in Sonoma County and definitely not the easiest to find, but that's part of its charm. Arrive early and sip infused water while relaxing in an airy lounge overlooking the charming town square. Treat yourself to the Akoia Signature Facial and a Hot Stone Massage—both heavenly escapes. The spa uses all natural products by Arcona, one of my favorites, and also incorporates seasonal ingredients into its fruit scrubs, such as pumpkin in fall or lemons in winter. They also offer seasonal mid-week specials, private group bookings, private wine receptions and an array of pampering treatments. After an afternoon at the spa, head downstairs and shop the square.

[akoiaadayspa.com](http://akoiaadayspa.com)



## Music on the Healdsburg Square

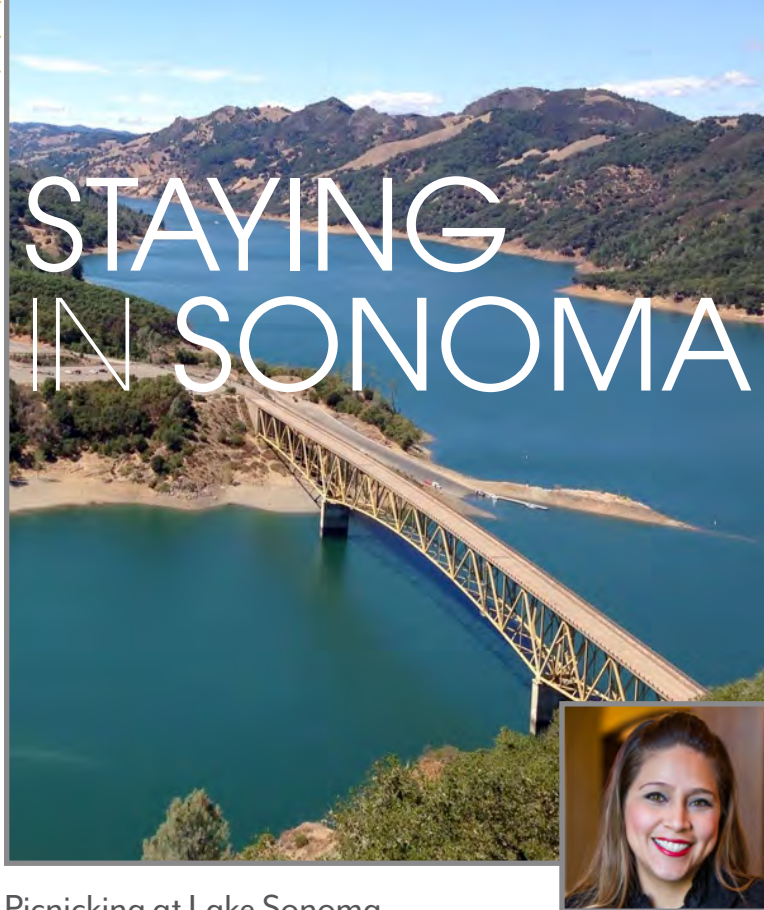
Lori Green—Marketing Manager

I can hardly wait for summer when Healdsburg's quaint, downtown square comes to life on Tuesday nights with live music. Drove of locals grab their blankets, bottles of wine and charcuterie and claim grassy picnic spots around a grand gazebo. You never know who you'll run into, but it's always fun. Tip for travelers: If you're staying at the Hotel Healdsburg, they have the perfect picnic package that includes a blanket, two chairs and a small cooler with a bottle of local wine. You can also order food to-go from Oakville Grocery or the food stands set up on the north side of the square. Get there early for a good spot! Locals start putting blankets and chairs out at 3 p.m.

May 27-August 26, 2014, 6-8 p.m.

[healdsburg.com/events](http://healdsburg.com/events)

# STAYING IN SONOMA



## Picnicking at Lake Sonoma

Maribel Soto—Assistant Guest Services Manager/Jordan Estate Rewards

On my days off, I love to take my family to Lake Sonoma for a picnic. First, stop off at the historic Dry Creek General Store for sandwiches, sides and other picnic goodies (Dry Creek Stacker sandwich is a must); you can even buy GoVino glasses or a portable picnic bag there if you're not traveling with all the usual wine party gear. There are two vista points overlooking Lake Sonoma that aren't well publicized for tourists, but well worth seeking out. For the lower vista, look for the View Point sign on your right just before crossing the Lake Sonoma bridge. For the highest vista, which has two sight-seeing decks, follow Skaggs Springs Road toward the marina and make a sharp right just before Marina Road and head up the winding hill. The drive to Lake Sonoma is also beautiful, meandering through Dry Creek Valley's old-vine zinfandel vineyards.

[russianrivertravel.com/parks.htm](http://russianrivertravel.com/parks.htm)  
[drycreekgeneralstore1881.com](http://drycreekgeneralstore1881.com)



## Anderson Valley Getaway

Sean Brosnihan—Guest Services Manager

One of my favorite getaways—be it for a long weekend or just a day trip—is Anderson Valley. Just one hour north of Jordan Winery, Mendocino County's Anderson Valley is a completely different world from Sonoma wine country. The drive west on Highway 128 through the Yorkville Highlands wine region is breathtaking. A drastic elevation change and winding roads through the valley offer spectacular views. Lodging and dinner at the rustic but beautifully-appointed Boonville Hotel is a must. My favorite wineries to visit in the area are Goldeneye, Breggo, Drew and Roederer. Anderson Valley, which has temperatures much cooler than Sonoma County's Alexander Valley, is home to world-class Pinot Noirs, cool-climate whites and gorgeous sparkling wines. Nearby Hendy Woods offers some great hiking trails and views of the Navarro River to enjoy between tastings. Even though I travel there for the wine, I always stop into the Anderson Valley Brewing Company to sample some specialty craft beers, available only at the brewer. Continuing west on Highway 128, you'll drive through towering Coastal Redwood forests to the Pacific coast. A short drive north on Highway 1 leads to the seaside town of Mendocino, which has a Norman-Rockwell-painting feel to it. Anderson Valley and the Mendocino Coast are such a short distance from Healdsburg, but it's almost like stepping into a time machine.

[boonvillehotel.com](http://boonvillehotel.com)  
[awines.com](http://awines.com)





# TOURS & TASTINGS

Tucked into the Alexander Valley's rolling hills just five miles north of Healdsburg, Jordan Vineyard & Winery welcomes guests by appointment for three distinctive tours and tastings. From a tasting in our private library to a tour through our iconic chateau or an epicurean excursion across the breathtaking estate, there is something for everyone to enjoy. Advance reservations are required due to the intimacy of the experiences. Please call 800.654.1213 or request an appointment online at [jordanwinery.com/visit](http://jordanwinery.com/visit).



## ESTATE TOUR & TASTING

\$120 per guest, 3 hours

Thurs-Mon: 9:45 AM

*(weather permitting; mid-April through mid-November)*

Journey beyond the walls of the winery chateau for a guided tour of Jordan's breathtaking vineyards, vistas, chef gardens and more. You'll ride in style to remote destinations where you'll explore wine and food in the countryside where they're grown. Tastings include our current release Chardonnay and Cabernet Sauvignon, special vintage selections, Estate Extra Virgin Olive Oil and an array of delicacies from our chef.

## WINERY TOUR & TASTING

\$40 per guest, 1 hour 30 minutes

Mon-Sat: 11:00 AM

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

## LIBRARY TASTING

\$30 per guest, 1 hour

\$40 per guest for parties of nine or more

Mon-Sat: 10:00 AM, 2:00 PM | Sun: 11:00 AM, 1:00 PM, 3:00 PM

*(Sundays mid-April through mid-November)*

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



All Tour & Tasting experiences include seated tastings with seasonal food & wine pairings.





# REFLECTIONS

“As tractors groaned, motors chugged and heavy equipment strained, the steel lines grew taught, and the great, giant concrete wall ever-so-slowly inched to its upright position. We onlookers were mesmerized in silence. There was no turning back now. How amazing to see that same wall today—with its grand entrance to our oak tank room—so naturally a part of the landscape, as though it had been there for centuries. That same sense of awe is alive today at Jordan with every new event—from budbreak, harvest and new vintage releases to the heirloom plantings in our organic gardens, the mechanical magic of our state-of-the-art bottling line and the unique experiences of our Estate Tour & Tasting. The memory of that rising wall still drives us to build upon our history.”

— Mrs. Jordan



*Jordan*<sup>®</sup>

JORDAN VINEYARD & WINERY

1474 Alexander Valley Road • Healdsburg, CA 95448

800.654.1213 | [info@jordanwinery.com](mailto:info@jordanwinery.com)

We welcome guests for Tours & Tastings by appointment