

# Jordan<sup>®</sup>

## ESTATE TALES

VOLUME 11 • 2016

**Wine Country  
Hospitality**  
AT HOME

**A Fête for  
40 Harvests**  
CELEBRATING ROB DAVIS

**New Releases**  
HARVEST REPORTS & MORE



**P**rior to taking over the winery, I never gave much thought to gracious entertaining. My idea of hospitality was making sure there was enough wine in the refrigerator before Friday night. Upon assuming my current role in 2005, my eyes were opened to all of the small details that set great hotels and restaurants apart, and I wanted to bring that sense of style to Jordan. While Jordan was always an homage to the marriage of food and wine, we have rededicated ourselves to creating memorable experiences for our guests. Sharing the stories of the artisans that make our hospitality happen brings those details to life.

Technology has made the art of entertaining more accessible. Whether it's YouTube or Pinterest, the secrets to throwing an unforgettable party that combines the pleasures of the table—food, wine, décor—have never been more readily available. Elegant entertaining is no longer the sole provenance of the professionals.

In this year's edition of *Estate Tales*, we share ideas to help you bring a taste of wine country hospitality to your celebrations at home. Our cover story (page 26) offers advice and ideas for throwing a party that will leave guests with memories that linger far beyond the silky finish on that glass of Jordan Cabernet Sauvignon. Family-style recipes from our chef (page 30) are sure to inspire a course or two for your next social gathering, and the Jordan library vintages and home entertaining accoutrements being offered in our Chateau Boutique (page 24) will help complete your shopping list. Photos from culinary events and private meals in the Special Events Calendar (page 18) and Jordan Estate Rewards loyalty program overview (page 20) may also spark a few party ideas.

2015 marked a milestone for Jordan—the 40th harvest for both the winery and our winemaker. Reflections on Rob Davis's remarkable tenure and track record of excellence, as well as the surprise celebration in his honor, begin on page 8. His latest vintages of Jordan Chardonnay and Jordan Cabernet Sauvignon debuted this spring (page 14), along with an exciting bottling of Jordan Estate Extra Virgin Olive Oil (page 16). Each new release offers food-friendly versatility on your table and in the kitchen.

We hope the stories shared here inspire you until your next visit to Sonoma County wine country. You're always welcome at our table.

Sincerely,

John Jordan  
CEO

FOLLOW US:

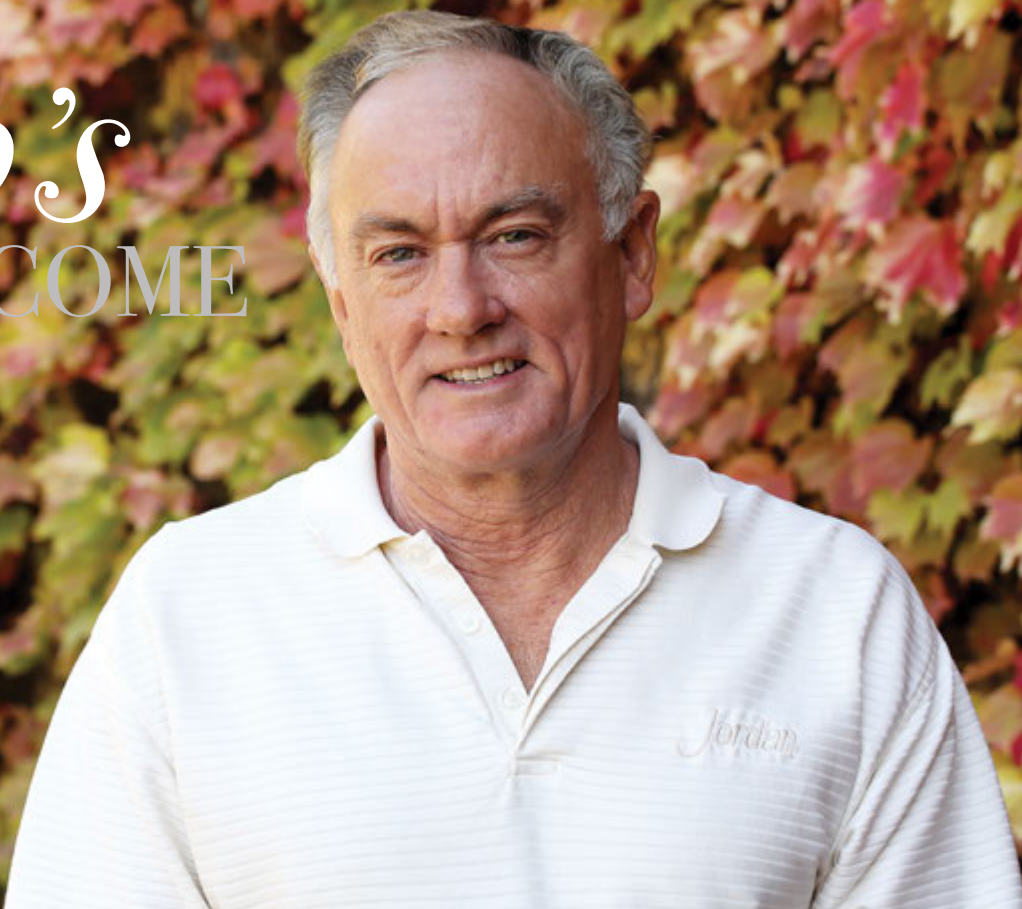


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# Rob's WELCOME



**A**s I look back on 40 years of crafting wines with our talented production team, I realize that my enthusiasm for winemaking has only grown since my first day at Jordan in 1976. I never imagined that I could be this satisfied for such a long period of time working for one winery. John Jordan is dynamic with such a clear vision for producing the best wine possible—similar to chateau owners of Bordeaux's First Growths. It has been a privilege to share in such a lofty pursuit. This year, Jordan is coming off a string of exceptional harvests—2012, 2013, 2014 and our ruby anniversary of 2015—and I feel more energized than ever. We're truly in our best years of winemaking at Jordan.

Starting in the spring, my conception of the "perfect wine" coincides with bud break. At that point, nature wields a far stronger hand than my best human efforts. So, adjustments are made along the way to the final day of harvest—manipulations in canopy management and crop size of the grapevines—all to establish a balance of flavors that are so dependent on the physiological maturity of each and every cluster. This maturity is confirmed at the very moment when we crush the fruit in the hopper and the intense varietal aromas are released.

This year, we are debuting the 2012 Cabernet Sauvignon and 2014 Chardonnay. I cannot express how exceptional these vintages are. When Assistant Winemaker Maggie Kruse and I received our growers' freshly picked fruit at the winery, we celebrated every gondola that passed through the hopper. Classic vintages share a common bond in the consistent uniformity of fruit maturity. This is evident with the 2012 Cabernet Sauvignon. Honestly, I have never seen a year where every grower excelled in delivering such phenomenal fruit. Similar to 2012, 2014 was marked by a succession of days where the weather was neither too cold nor too hot—perfect for the development of intense apple, pear aromas and flavors that define the style of our Russian River Chardonnay.

Could one of the aforementioned be the "Vintage of the Century"—a title some winemakers throw around more than curve balls at spring training? That is for you to determine, but for us, we get the chance to pursue that ultimate accolade every year when the vines awaken from their winter sleep.

Cheers,

*Rob Davis*

Rob Davis  
Winemaker



# 2015 HARVEST REPORT

*by Rob Davis*



**"We are very excited to have a vintage like 2015 for our 40<sup>th</sup>: very early, very low yields, very concentrated wines and absolutely delicious."**

**T**he last grapes destined for Jordan wine made their way through the hopper and into our fermentation room on September 28, making the 40th vintage at Jordan one of the earliest-finishing harvests in our history—bested only by 1984, 1992, 1997 and 2000. All our grapes were off the vines just as the annual Harvest Lunches were getting started.

The continuous string of early bud breaks continued in 2015 with grapevines awaking from winter dormancy three weeks ahead of a typical growing season. Fortunately, temperatures remained warm in March and April, mitigating any frost threats.

The most significant event of the 2015 growing season occurred in early May when the weather dramatically shifted. It seemed more like February than the

end of spring. Unusually cool, somewhat damp days lingered the first two weeks of the month when fertilization of the vines' flowers was occurring. This caused a lot of shatter in the forming clusters, which led to fewer flowers on the grapevines turning into berries. It became clear that 2015's crop would not be as bountiful as its three preceding vintages.

Warm weather returned and remained throughout the summer, helping the vines ripen their smaller crop. The only major heat spikes occurred in September when the thermometer hit 100 degrees, which always makes growers and winemakers uneasy. During extremely hot weather, the vines shut down and withdraw the water from the clusters to help them survive. The heat fluctuations, coupled with the cold weather during flowering, resulted in

grape cluster weights being down 20-30% from normal. It was a double punch on quantity: less grapes on the vines with less juice inside the berries.

Despite low yields, the wine quality of both Cabernet and Chardonnay is extraordinary: berries were small, but delicious. We are thrilled about the bright apple and pear aromas on the Chardonnay with juicy, crisp acidity exhibiting great staying power on the palate. The Cabernet is superb: deep, rich, blackberry and cassis flavors with a concentration of tannin provided by this vintage's uniquely small berries; just the kind of wine that John Jordan was hoping to craft since his arrival in 2005. We are very excited to have a vintage like 2015 to commemorate our 40th harvest: very early, very low yields, very concentrated wines and absolutely delicious.



# NEW & *notable*

John Jordan has joined Wings of Rescue, a non-profit organization where volunteer pilots fly dogs and cats from over-populated shelters to other cities seeking pets for adoption.

"Cab Wars: The Fruit Strikes Back," our *Star Wars* parody video, was named Best Wine Themed Video at the 2015 Born Digital Wine Awards.



This spring, Jordan will begin making its own honey with the innovative Flow Hive, a new apiary invention allowing beekeepers to extract honey without disturbing the colony. Jordan is one of only eight Flow Hive founding supporters in California.





Jordan Winery staff received two *North Bay Business Journal* Wine Industry Awards in 2015: Winemaker of the Year and Chief Marketing Officer of the Year.

Jordan is the #1 Cabernet Sauvignon and the #2 Wine Brand on restaurant wine lists, according to *Wine & Spirits* magazine's 2015 Restaurant Poll.



TripAdvisor awarded Jordan with its third consecutive Certificate of Excellence Award in 2015.

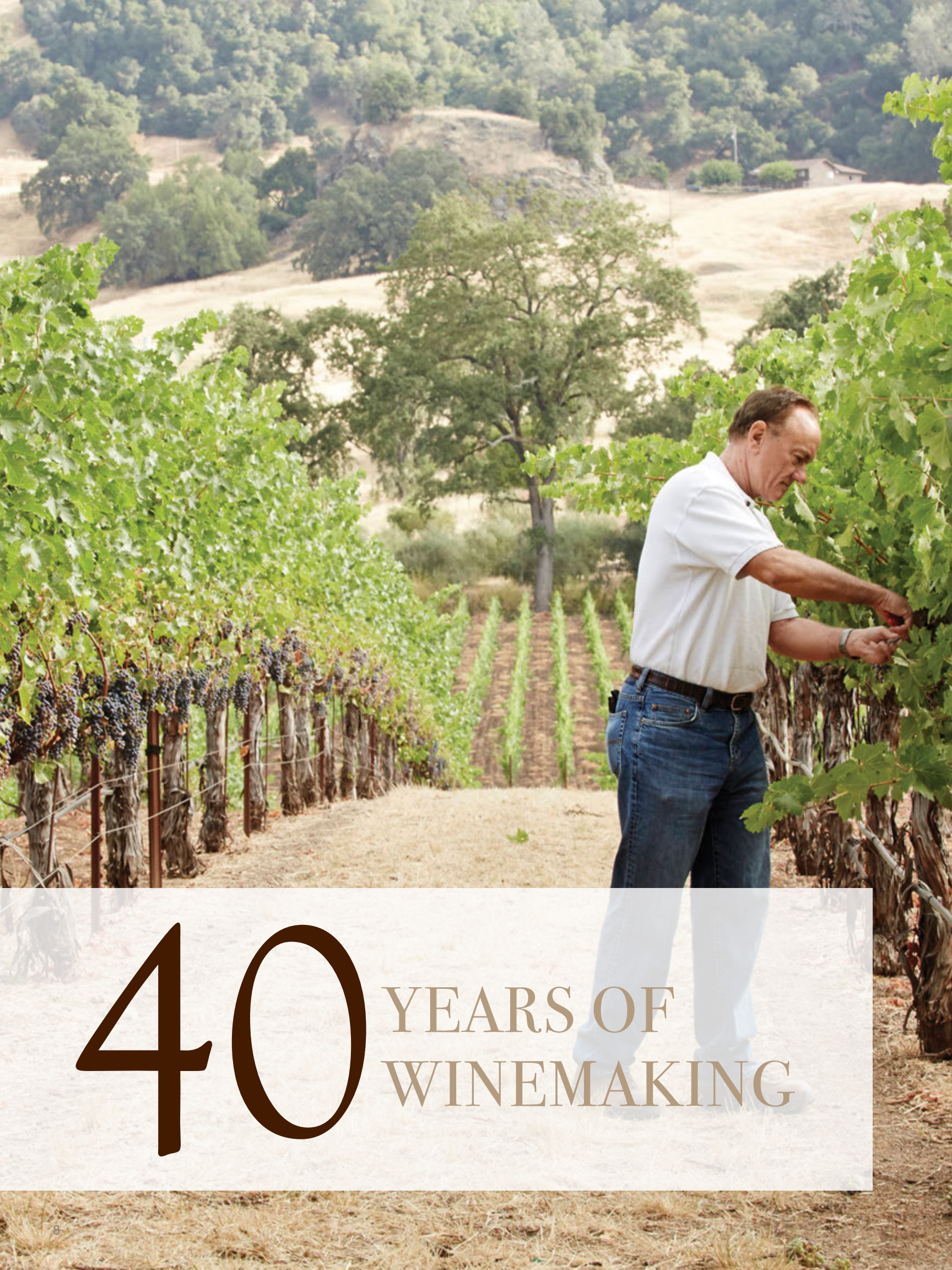
Due to the success of our first-ever Starlight Supper at Jordan in 2015, a second event has been added to this year's schedule. View our events calendar for more information.

Jordan's harvest music video, "Dirty Work," received the Best Music Video award at the 2016 International Wine Film Festival in Southern California.

Join us in toasting to 42 years of service by Rafael Robledo, Jordan's first employee in 1973, who retired in January.

10,000 Degrees, a non-profit organization helping students in need achieve educational equity and reach higher education, honored John Jordan with its 2015 Sonoma County Founders Award for his leadership, generosity and vision for his efforts through the John Jordan Foundation.





# 40 YEARS OF WINEMAKING



# FOR WINEMAKER ROB DAVIS, A MILESTONE HARVEST TAKES SHAPE

*by Matt Villano*

**Y**ears from now, most winemakers in Napa and Sonoma counties will remember the 2015 harvest for its record-breaking early start. Winemaker Rob Davis will remember it for an entirely different reason: This year marked his 40th harvest with Jordan.

Davis started working at Jordan for the winery's inaugural vintage in 1976, the same year Jimmy Carter was president and "Charlie's Angels" debuted on television. Since then, he's watched the industry grow and consolidate and has learned from some of the best in the business. He's also crafted some stunning vintages of Cabernet Sauvignon and Chardonnay—wines that have helped Jordan remain one of the top-selling brands on restaurant wine lists for more than three decades.

"If you had told me going into college that I'd become a winemaker and spend 40 years working at the same place I would have laughed," he says. "Now, looking back, I can't imagine ever doing anything else. It's crazy how that happened, but I wouldn't change anything. I love what I do and feel lucky to do it."

## HUMBLE BEGINNINGS

Rob Davis didn't go to college at the University of California at Davis intending to be a winemaker—he wanted to be a doctor. By his own admission, when he arrived his freshman year, he had no idea the university was a top school for winemaking. He learned quickly. After returning from the library to find his roommate in their dorm room swirling a wine glass, Davis told him that he shouldn't be drinking; he should study. The roommate responded, "I am studying."

"I didn't even realize wine was an academic subject," Davis says. "That changed everything."

Gradually, Davis became disillusioned with pre-med and leaned toward winemaking. "I loved the science aspect of winemaking," he remembers. "The combination of science and art and agriculture. It was enthralling." Also, he notes, the people were much friendlier.

Davis graduated in 1976 and began his career at Jordan as an intern for the inaugural 1976 harvest, which yielded 36,000 cases of Cabernet Sauvignon. Fresh out of the UC-Davis, he jumped at the chance to work with André Tchelistcheff, a veteran winemaker famous for Bordeaux-style wines, who had been hired to help the Jordans create a California Cabernet Sauvignon that would rival France's finest.

A young Davis joined the staff full-time the following year, and Tchelistcheff became his mentor. They traveled the world together. They became close friends. The elder winemaker helped the rookie take classroom concepts and apply them to the vineyard. Tchelistcheff also taught Davis the importance of getting a visceral feel for a vineyard, of connecting with the vines by walking rows daily and interacting with local grape growers as frequently as possible.

"André loved talking about how different the industry was when he first came [to the United States]; how the sanitation and equipment were just horrible," Davis says. "These were stories I never got in college. They extended my education. And that was something he and I shared. His parting comment every day was, 'Every day I learn something new.' He showed me the importance of approaching winemaking and life with that philosophy."

Rob reviews veraison-thinning progress at one of our grower's Cabernet Sauvignon vineyards.



Rob Davis with André Tchelistcheff at the Jordan crush pad in the late 1970s.

## IN GOOD COMPANY

Forty harvests for an American winemaker at one winery is quite a feat. Paul Draper has been in charge of winemaking at Ridge Vineyards since 1969. Mike Grgich, now 92 years old, will oversee his 40th harvest at Grgich Hills this year. Peter Mondavi, who passed away in February at age 101, was put in charge of winemaking at Charles Krug in the 1950s and reported to work until he turned 100.

None of these luminaries is (or was) as hands-on as Davis. He walks the vineyards every morning. He prunes vines. He samples soil. He blends wine.

Tchelistcheff taught Davis this do-it-all approach, too. When the duo traveled through Italy, they walked the vineyards and studied vines and soil and irrigation. When they visited Burgundy, they chatted with farmers about technique. As Davis remembers it, Tchelistcheff often mentioned four keys of good winemaking: That the process was about matching the correct cultivar with the correct climate on the right soil and caring for it the right way.

"Put differently, the idea was that quality all comes from the vineyard," Davis notes. "After André died [at age 94 in 1993], that simple notion was something I embraced and championed for the rest of my career." Another thing Davis learned from Tchelistcheff: To put an imprint on the direction of the wine. For Davis, the best ways to do that were to have a say in all farming for the 112 acres of vineyard land on the Jordan Estate, and to work more

directly with growers. To realize this goal, Davis has espoused a hands-on philosophy with the farmers who grow his grapes—about a dozen different farmers for Cabernet Sauvignon and a half-dozen for Chardonnay.

Consider it high-touch winemaking, with a twist.

"Rob's talking to us about the grapes and walking in our vineyard more than any other winemaker we work with," says Bret Munselle, an Alexander Valley grape grower from whom Davis buys fruit each year. "If a winemaker is going to have an opinion about what we're doing, we prefer them to get the knowledge first-hand. [Davis] has high expectations, but he has high rewards and high praise."

## SHARPENING HIS CRAFT

All these years of winemaking and Rob Davis has managed to retain his humility. Ask him about his "legacy" after 40 harvests, and he defers to a matriarch we all know well.

"I always found it a paradox that nature is the one in charge," he says. "Being a winemaker is the most humbling position anyone can be in. We're all in control of what we make but nature controls what we can and cannot do. It's up to us to react to that and make wine accordingly."

Davis does this in a variety of ways. For starters, he keeps journals on every harvest—handwritten notes and computerized spreadsheets that go back all 40 years. Davis also prides himself



on being able to remember details from each of the years he's worked. Ask him about 1979, and he'll whip out an obscure fact about precise rainfall you won't believe until you check the files. Ask him about 1997 and he'll do the same. These mental notes sometimes are more exhaustive than anyone could suspect. According to Davis, they focus on wines and grapes, noting cluster weight, leaf cover and soil moisture.

"André always talked about the empirical history of European winemaking," Davis says. "I may not remember everybody's birthday, but I do remember harvests of the past. I'm trying to establish the same kind of empirical history here and now."

Jordan Vineyard & Winery is committed to utilizing the latest and greatest technologies to facilitate winemaking, and Davis says these tools continue to make the business easier and more efficient. In particular, he cites weather stations, neutron probe sensors that measure moisture in the soil and evapotranspiration software (monitors how much water each plant is using), photo images of vineyard blocks that measure uniformity and vigor of the vines, and resistivity of the soil assessments, which help define the chemical composition of the soil and its degree of drainability.

With constant improvements in technology, the vagaries of each growing season, and a winery owner, John Jordan, who challenges him to continue to strive for excellence, Davis says the business is just as exciting to him today as it was when he began. Even after 40 harvests, it's as if Davis is just getting started.

**"I tell myself every year that must be what heaven smells like."**

The 60-something triathlete says nothing can replicate the smell of first crush—a scent that always is just as thrilling as it was the very first time.

"To me, the arrival of the fruit at the winery confirms the success of the growing season and the work that has accompanied all the decisions made the whole year. Receiving a gondola on the crush pad is a visceral experience where you can smell and see the grapes, and you're overcome by the scent of fruit when it hits the hopper. I tell myself every year that must be what heaven smells like."

Is retirement in the cards for Rob Davis? If so, he says, it's eons away.

"As long as I can do this job and get fulfillment out of it, there's no way I'd even think about retiring," he says. "Harvest is the best party in the world. I'd be impossible to live with if I wasn't there during harvest. After all this time, it's a part of me. It's all I know. And I love every minute of it."

# CELEBRATING ROB DAVIS

A FÊTE FOR 40 HARVESTS

*by Lisa Mattson*



Nothing in life is a coincidence. We couldn't help but think of the power of fate on Monday, August 24, when 30 guests turned out to celebrate Winemaker Rob Davis's 40<sup>th</sup> harvest at Jordan Winery. Three months in the making, the entire event was a surprise that involved juggling dates and schedules of friends and colleagues who have known Rob for many decades of his wine career: baseball legends, barrel makers, cork suppliers, journalists, sommeliers, friends, his family and fellow winemakers.

We selected a date we knew was the only day the San Francisco Giants (Rob's team) weren't playing right before harvest, so Bruce Bochy, Mike Krukow and Duane Kuiper could (hopefully) attend. Luckily, that date coincided with special guests already traveling to California from Portugal, France and New York. What we didn't know is that this day would end up being the official start of harvest 2015 for Jordan. (Rob made his first picking decision about 72 hours before the event's start.) The symbolism of the event—

gathering 30 friends to toast to his 40<sup>th</sup> harvest a few hours after the first grapes arrived at the crush pad—made the celebration all the more memorable.

Giants broadcasting team "Kruk and Kuip" were first on deck, roasting Rob with a series of "forty" stories.

Over the course of two hours, coincidences soon became a common theme—the serendipity of it all unfolding as stories were told and storied bottles were poured—1977 Jordan Cabernet Sauvignon in six-liter format, Rob's inaugural 1976 Jordan, 1994 Petrus, a Graham's 40 Year Old Tawny hand-carried from Portugal and more.

Bruce Bochy, manager of the San Francisco Giants, who became friends with Rob due to their shared love of baseball and wine, toasted Rob during the main course. He surprised



guests by revealing that 2015 was also a special 40 for him—his 40<sup>th</sup> anniversary since signing his first contract to play Major League Baseball.

Daniel Baron, long-time friend of Rob and winemaker at Silver Oak, brought a special bottle of 2005 Château Magdelaine as a gift. (Jean-Claude Berrouet, who made wine at Château Petrus and Magdelaine for many years and worked with Daniel at Dominus Estate, was also in attendance.) Daniel had asked his assistant to pull a bottle from his cellar in Oakville, and he didn't look closely at the bottle until just before the event. The label was streaked with wine stains. It was among the bottles spared from Silver Oak's cellars during the historic earthquake that had struck Napa Valley exactly one year before: August 24, 2014.

Jean-Claude Berrouet, retired from Château Petrus and now consulting with Daniel at Twomey Cellars, shared the story of the first time he'd met Rob. It was 1981, and Rob had traveled to Bordeaux with Daniel, a fellow UC-Davis graduate. The three men had never met before, and as the story unfolded about the time they had spent together with Jean-Claude and Christian Moueix, the owner of Petrus, Jean-Claude realized that his wife had been pregnant during that trip with his son Jean-Francois—who was sitting across the Jordan dining room—and it was Jean-Francois's first time to visit Rob at Jordan.

Mario Pinto of Corval Corks, who oversees cork sourcing for Jordan wines in Portugal, brought three very thoughtful wines to celebrate the occasion: the 40 Year Port to share with all the guests to commemorate Rob's 40<sup>th</sup> harvest, a 1954 Colheita (Rob's birth year—and a very rare wine since 1954 was not a declared year for Port) and a 1976 Graham's Malvedos (Rob's first vintage at Jordan). He also shared the story of the time he came to America to visit his winemaker-customers, and experienced his first Vineman triathlon—cheering on a bloody-kneed, sweaty Rob as he crossed the finish line.

The afternoon of laughter and tears culminated with Jean-Jacques Nadalie of Nadalie Cooperage in France, who crafts barrels for Jordan Cabernet Sauvignon. He flew to California specifically for the celebration to present Rob with a one-of-a-kind, French oak barrel he personally made (*pictured bottom left*)—a process that took more than two years, from tree harvesting, seasoning and milling to assembly and shipping. Visit [blog.jordanwinery.com](http://blog.jordanwinery.com) for a behind-the-scenes video on the making of this wine barrel.

Forty years on the same job at the same winery—such a milestone is rare in California winemaking. Paul Draper at Ridge has Rob beat by six years, but as one journalist who attended reported, Paul has passed most of his winemaking reins to assistants. Anyone who knows Rob can attest to his boundless energy and drive to work as long as his mentor, André Tchelistcheff. Though Rob has said his full Vineman triathlon days are over, we know his best vintages still lie ahead—many, many more of them.

# NEW RELEASE

2012 ALEXANDER VALLEY

## CABERNET SAUVIGNON

### WINEMAKER'S COMMENTS

Concentrated aromas of blackberries and black cherries with an inviting hint of cedar. The wine's silky palate is long and expansive, boasting a beautiful balance of black fruit and fine tannin structure. Its finish is lively, lingering and laced with a sweetness of fruit. A deliciously seductive wine to be enjoyed now or cellared through 2028. Decant for 60 to 90 minutes to elevate aromas and flavors.

### 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 during bud break. After a long, gorgeous summer, the harvest was fast and furious, with white and red grapes ripening at the same time. The biggest surprise was how stunning this bountiful crop tasted in the tanks—our highest-quality, highest-yielding vintage to date.

### THE WINEMAKING

More than 60 vineyard blocks were harvested at optimal maturity, and only the top lots were selected for blending in our historic upright oak casks. The wine was then aged for 12 months in 69% French and 31% American oak, of which 41% was primarily new French barrels, allowing the flavors to marry and tannins to fully integrate. This blend of 77% Cabernet Sauvignon, 16% Merlot, 5% Petit Verdot and 2% Malbec matured in bottle for two years before release.

### FOOD PAIRING SUGGESTIONS

The 2012 Jordan Cabernet Sauvignon's luscious fruit, round structure and lower alcohol make it a versatile companion at the dinner table. This wine's French oak aging helps complement grilled fare, such as lamb, steak, pork or chicken, and its dark fruit flavors will stand up to richer dishes, such as veal tenderloin with a wine sauce, mushroom risotto or duck confit. Its medium body highlights lighter dishes as well, including spiced ahi tuna, grilled steak salad and charcuterie.

\$55

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



# RELEASES

2014 RUSSIAN RIVER VALLEY

## CHARDONNAY

### WINEMAKER'S COMMENTS

Enticing aromas of pear, kiwi and lychee. The palate is round, creamy and refined, with layers of lemon curd, bright acidity and a kiss of caramel from barrel aging. A juicy, succulent wine that leaves a lasting impression of fresh Meyer lemon and stone fruits on the crisp finish. Enjoy now or cellar through 2021.

### THE VINTAGE

2014 was a remarkable vintage for Chardonnay. Moderate weather with no frost, heat spikes or major rains—similar growing conditions to the stellar 2013 vintage—led to intense fruit flavors, allowing the purity of Russian River Valley stone-fruit flavors to shine through. This vintage's vibrant apple flavors and lively acidity were perfectly suited for our Burgundy-inspired style.

### THE WINEMAKING

From September 5 to 14, grapes were handpicked in the coolness of the night to retain their aromatics and purity of flavor. Fermentation occurred in 60% stainless steel and 40% new French oak barrels. After sur-lie aging and bâtonnage to further elevate its creamy texture, this wine underwent 30% malolactic fermentation to preserve its bright acidity and natural fruit intensity. Aged for 5.5 months in 100% new French oak barrels before bottling. 100% Chardonnay.

### FOOD PAIRING SUGGESTIONS

With its bright acidity, crispness and vibrant fruit, the 2014 Jordan Chardonnay is a versatile wine for food pairing. It will shine when served with a variety of seafood dishes, salads and pastas. The wine's elegant balance, creamy mouthfeel and subtle oak nuances also stands up to cream sauces and grilled meats.

\$32

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



2015 JORDAN ESTATE

# EXTRA VIRGIN OLIVE OIL

## CHEF'S COMMENTS

Beautiful weather and a timely fruiting cycle united to provide our largest crop to date, allowing us the freedom to harvest well into November for optimum ripeness. The resulting olive oil is round and buttery with pretty notes of citrus, flower blossoms and pine nuts not found in earlier vintages, as well as the classic apple, grass and artichoke nuances with a clean, peppery finish. This is a unique oil for the Jordan Estate, as soft and elegant as we can produce.

## THE MAKING

Fruit was either handpicked in the Italian brucatura tradition or shaken 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 Jordan Estate fruit to truly express itself. A master blending session was conducted during winter, resulting in a silky-smooth combination of Leccino, Arbequina and Frantoio olives. Each bottle was filled and labeled by hand by our winemaking staff.

## SERVING SUGGESTIONS

Jordan Estate Extra Virgin Olive Oil's smooth flavor will enhance an endless array of appetizers, salads and entrées. Use this elegant finishing oil as a base for salad dressings, brush it on pizzas, fresh figs wrapped in prosciutto or drizzle over grilled fish with a squeeze of citrus.

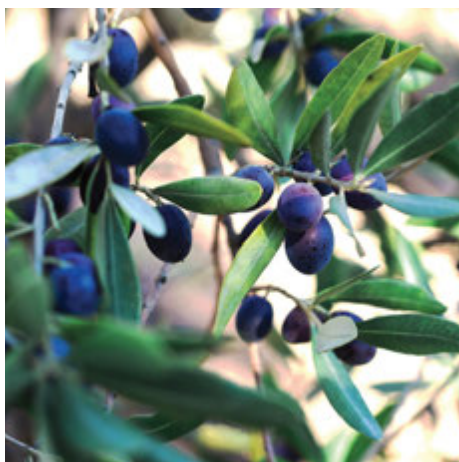
## AVAILABILITY

Exclusively at the Jordan Estate or [jordanwinery.com](http://jordanwinery.com).  
500 cases produced.

\$29

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





# 2015 OLIVE HARVEST REPORT

*by Brent Young*



“Our staff and a hired crew picked 44 tons of olives, shattering any previous record in our two decades of growing olive trees on Jordan Estate—almost four times as large as the last harvest of 12 tons.”

**A**fter a whirlwind, record-breaking harvest, the 2015 Jordan Estate Extra Virgin Olive Oil is now resting in our cellars.

In just 10 days, from November 3 to 13, our staff and a hired crew picked 44 tons of olives, shattering any previous record in our two decades of growing olive trees on Jordan Estate—almost four times as large as the last harvest of 12 tons.

The alternate-bearing philosophy of the trees—one vintage bigger and the next annual one smaller—may be out the window at Jordan. We continue to see growth in total production of olives—most likely because the trees are coming into full maturity at about 20 years old. We’ve also moved to picking the olives at a higher maturity level—riper, darker fruit—than in years past. Riper olives

yield more oil per ton, so that ripeness decision—based on the chef’s desire for a fuller bodied, less pungent style of oil—means more oil from the same amount of trees.

Growing conditions were outstanding for olives in 2015—no frost or big rains in the spring and a warm but not-too-hot summer, which led to an early harvest (about three weeks ahead of schedule). Because the olive trees bloomed in April before the inclement weather that hit during the flowering of our grapes, there were ample flowers on the olive trees, signaling a decent-sized crop.

Just before summer arrived, smaller-sized fruit was forming on the olive trees, which we attributed to the drought. We thought the smaller olives would also

dictate the overall size of the harvest—but the tiny olives grew to normal size over the course of the summer.

Our Arbequina olives enjoyed a very bountiful, very healthy harvest in 2015, allowing the Spanish variety to play a bigger role in the bottling. Executive Chef Todd Knoll loves the round, buttery mid-palate it brings to our olive oil. Unlike winemakers, who are constrained by legal requirements with appellation and varietal, we have complete freedom in choosing the percentages of olives that comprise our master blends. Our annual blending session, conducted by Todd, Assistant Winemaker Maggie Kruse and myself, resulted in a delicious combination of Leccino, Arbequina and Frantoio oils.

We believe the 2015 vintage is our finest bottling to date.

# SPECIAL EVENTS CALENDAR

Jordan wines are showcased at many events across the country year-round. Our website is continuously updated with the latest winery and regional events. For the current list, please visit [jordanwinery.com/events](http://jordanwinery.com/events).



## **VALENTINE'S DINNER AT JORDAN**

Healdsburg, CA  
February 13, 2016

## **PEBBLE BEACH FOOD & WINE**

Pebble Beach, CA  
March 31-April 3, 2016

## **A TASTE OF SPRING DINNER AT JORDAN**

Healdsburg, CA  
April 9, 2016

## **SAVOR NASHVILLE CELEBRITY CHEF DINNER**

Nashville, TN  
April 28, 2016

## **SPRING VINEYARD HIKE AT JORDAN**

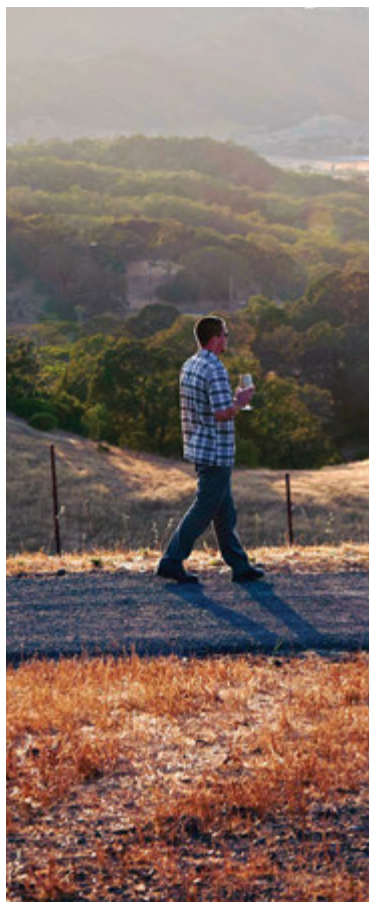
Healdsburg, CA  
April 30, 2016

## **SPRING AT JORDAN**

Healdsburg, CA  
May 14, 2016

## **NANTUCKET WINE FESTIVAL**

Nantucket, MA  
May 18-22, 2016





**SUNSET SUPPER AT  
JORDAN VISTA POINT**

Healdsburg, CA  
July 16, 2016

**STARLIGHT SUPPER AT JORDAN**

Healdsburg, CA  
July 30 & August 15, 2016

**TASTE OF SONOMA COUNTY**

Healdsburg, CA  
September 2-4, 2016

**FALL VINEYARD HIKE AT JORDAN**

Healdsburg, CA  
November 5, 2016

**OLIVE HARVEST PARTY AT JORDAN**

Healdsburg, CA  
November 11, 2016


**CHRISTMAS AT JORDAN**

Healdsburg, CA  
December 3, 2016



*For a complete list of events, please visit [jordanwinery.com/events](http://jordanwinery.com/events).  
New events are added throughout the year, and all dates are  
subject to change.*

# JORDAN *estate* REWARDS



Celebrate the wine country lifestyle with our unique loyalty program. Jordan Estate Rewards affords you access to exclusive food and wine experiences at Jordan Estate. For all purchases made in person, by phone or online, you'll earn three points per dollar to redeem toward private tastings, dinner parties and more. Unlike a wine club, there are no annual shipments, and your points never expire.

Membership is complimentary and automatic when you join our mailing list.



# MEMBERSHIP LEVELS

Three different membership levels and four types of rewards offer an array of epicurean experiences to tempt the palate, from private wine tastings and wine country lunches on our terrace to private meals in our dining room, al fresco dinner parties and overnight stays in our luxurious accommodations. The price of each reward is based on membership level. The higher the level, the fewer the points and dollars required to redeem a reward.

## SILVER

Members gain access to experiences that cannot be purchased by the public, such as private tastings with hors d'oeuvres and harvest lunches, as well as discount prices on select special events. Silver members simply pay our introductory redemption fee and points to redeem a reward.

Rewards begin at \$50 per person plus 1,800 points.

## GOLD

In addition to private tastings with hors d'oeuvres and harvest lunches, Gold members gain access to six different experiences not available to Silver members or the public, such as private lunches, private dinners and overnight stays in our luxury accommodations, as well as lower prices on all special events. Gold members pay our preferred redemption fee plus lower points to redeem a reward.

Rewards begin at \$25 per person plus 1,500 points.

## PLATINUM

Our most loyal members receive the ultimate benefits with access to private tastings with hors d'oeuvres, harvest lunches, private lunches, private dinners, every special culinary event and the ultimate getaway, overnight stays at Jordan Estate—all for our lowest discount price with the fewest points.

Rewards begin at \$25 per person plus 1,200 points.



## HOW IT WORKS

When you join Jordan Estate Rewards, for every dollar you spend at Jordan, you'll earn points to redeem for exclusive experiences at Jordan Estate. There are no membership fees or automatic shipments, and enrollment is automatic when you join our mailing list. You'll receive 3,000 bonus points for signing up, and you'll continue to earn three points per dollar for all purchases made—either in person at the winery, by phone or online. Once your purchases total \$500, you will become a Silver level member. Special offers are announced throughout the year in our monthly e-newsletter.

Learn more about member benefits and rewards redemptions at [jordanwinery.com/rewards/faq](http://jordanwinery.com/rewards/faq).



# REWARD *offerings*

## ALREADY A MEMBER?

See available rewards by  
accessing your member account.

## NOT A MEMBER?

Join today and receive  
3,000 bonus points at  
[jordanwinery.com/rewards](http://jordanwinery.com/rewards).

### PRIVATE TASTINGS

Indulge in memorable food and wine pairing experiences with delicious hors d'oeuvres by our Executive Chef Todd Knoll to complement multiple vintages of Jordan Cabernet Sauvignon, Chardonnay and Estate Extra Virgin Olive Oil.

#### Private Tasting with Hors d'Oeuvres

Silver: \$50 + 1,800 points  
Gold: \$25 + 1,500 points  
Platinum: \$25 + 1,200 points

### PRIVATE MEALS

Savor the culinary arts with intimate meals created exclusively for you, from casual repasts on our terrace to formal lunches and dinners in our dining room.

#### Casual Wine Country Lunch

Silver: n/a  
Gold: \$50 + 2,000 points  
Platinum: \$50 + 1,000 points

#### Formal Lavish Luncheon

Silver: n/a  
Gold: \$75 + 2,000 points  
Platinum: \$75 + 1,000 points

#### A Decadent Dinner

Silver: n/a  
Gold: \$100 + 3,000 points  
Platinum: \$100 + 2,000 points



## CULINARY EVENTS

Enjoy convivial company with fellow wine lovers during family-style Harvest Lunches and spectacular dinner parties, including Valentine's Dinner, A Taste of Spring Dinner, Sunset Supper at Vista Point and Starlight Supper. View our special events calendar on page 18 for dates.

### Harvest Lunch

Silver: \$50 + 1,800 points  
Gold: \$25 + 1,500 points  
Platinum: \$25 + 1,200 points

### Valentine's Dinner

Silver: \$295  
Gold: \$175 + 3,000 points  
Platinum: \$175 + 2,000 points

### A Taste of Spring Dinner

Silver: \$295  
Gold: \$175 + 3,000 points  
Platinum: \$175 + 2,000 points

### Sunset Supper at Vista Point

Silver: \$150 + 3,000 points  
Gold: \$100 + 3,000 points  
Platinum: \$100 + 2,000 points

### Starlight Supper

Silver: \$150 + 3,000 points  
Gold: \$100 + 3,000 points  
Platinum: \$100 + 2,000 points

## OVERNIGHT STAYS

Experience the heights of Jordan hospitality with lodging in one of our opulent guest accommodations. Your stay includes a private tasting or tickets to Spring at Jordan in May or Christmas at Jordan in December, complimentary transportation to Healdsburg for dinner and continental breakfast prepared by our chef. Overnight stays have two price tiers: May through October (high season) and November through April (off season).

### A Night at the Estate

Silver: n/a  
Gold: \$100 + 5,000 points (off season)  
\$100 + 10,000 points (high season)  
Platinum: \$50 + 5,000 points (off season)  
\$50 + 10,000 points (high season)

*All prices and points listed are per person*

# CHATEAU *boutique*



**A** JORDAN ENGRAVED  
RIEDEL GLASSES  
\$29 (Bordeaux glass)  
\$24 (Burgundy glass)

**B** COPPER WRAPPED VOTIVE  
\$18 (Single votive holder)

**C** ROSEWOOD OLIVE CANOE  
\$19 (Single canoe)

**D** ROSEWOOD AND BRASS  
SALAD SERVERS  
\$29 (Pair)

**E** JORDAN BRANDED  
RIEDEL DECANTER  
\$175 (More styles available)

**F** CRA'STER WALNUT SHAKER BOX  
\$42 (Single box)

**G** FRENCH LINEN BREAD BASKET  
\$28 (Single bread basket)

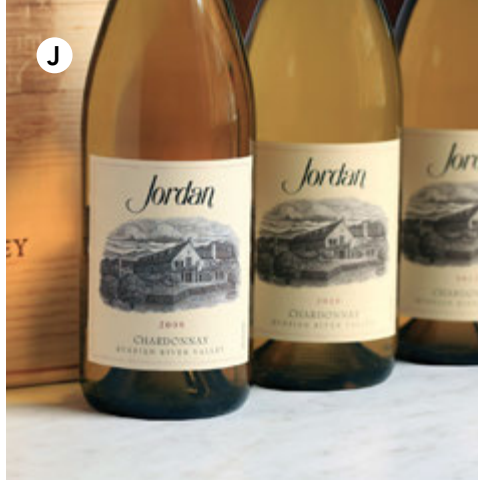
**H** WOVEN LINEN NAPKINS  
Available in slate gray or antique rose  
\$34 (Set of two)

**I** ROSEWOOD SALT & PEPPER CELLAR  
\$34 (Includes two brass spoons)

To order above pictured items, please call 800.654.1213.

**J** 2009-2010-2011 CHARDONNAY  
IN GIFT BOX

Ready to drink upon release, Jordan Chardonnays truly shine with 3-5 years of bottle age, showing the charms of a mature, Burgundian-style white wine. \$115 (3 bottles)



**K** 2010 JORDAN CABERNET SAUVIGNON  
A quintessential Jordan, 2010 Alexander Valley Cabernet Sauvignon is defined by approachability and elegance. \$65 (750mL)  
\$199 (1.5L in gift box)



**L** 2002-2007 CABERNET SAUVIGNON  
VERTICAL IN GIFT BOX  
This six-bottle gift box is the ultimate way to experience consecutive vintages made by our winemaker of 40 years. \$493 (6 bottles)



**M** 2012 CABERNET SAUVIGNON AND  
2014 CHARDONNAY IN GIFT BOX  
This gift box combines two exemplary vintages known for their expressive fruit flavors and elegant body. \$97 (2 bottles)  
\$289 (6 bottles)



**N** 2008 CABERNET SAUVIGNON  
With seven years of graceful bottling aging, 2008 Jordan Cabernet Sauvignon was the favorite vintage poured during our Library Tasting last year. \$65 (750mL)  
\$199 (1.5L in gift box)  
\$700 (3L liter in gift box)



**O** 2002-2003-2004 CABERNET SAUVIGNON  
IN GIFT BOX  
Jordan Cabernet Sauvignon vertical collections are the perfect way to experience mature wines without the wait. \$486 (6 bottles)  
\$972 (12 bottles)



**P** 2005-2006-2007 CABERNET SAUVIGNON  
MAGNUM VERTICAL IN GIFT BOX  
This magnum vertical flaunts the polished, distinct structure of fine Jordan Cabernets aged in large-format bottles. \$687



**Q** 2015 ESTATE EXTRA VIRGIN OLIVE OIL  
Our most bountiful vintage to date, 2015 Jordan Estate Extra Virgin Olive Oil is smooth and expressive in its youth. \$29 (375mL bottle)



**R** GLASS OLIVE OIL SERVING CRUET  
An elegant presentation for your kitchen or dinner table. \$21

All wines available at [jordanwinery.com/shop](http://jordanwinery.com/shop). For additional vintages, please call 800.654.1213. All prices effective through December 31, 2016.

In compliance with state laws, we currently ship wine to the following states: Alaska, California, Colorado, Connecticut (LIC #LSW.0000244), District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Iowa, Kansas, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota, Oregon, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, Washington (LIC #365415), West Virginia, Wisconsin.

A long, elegantly set dining table is the central focus, stretching from the foreground into the background. The table is covered with a light-colored, possibly white, tablecloth. It is meticulously set for a formal dinner, featuring multiple rows of clear, faceted wine glasses and water glasses. Each place setting includes a white plate, a folded white napkin, and silverware. The centerpiece of the table is a series of vibrant floral arrangements. These centerpieces are composed of various flowers, including large orange and yellow roses, smaller red and white roses, and clusters of white hydrangeas and greenery. The flowers are arranged in low, wide containers, creating a lush and inviting atmosphere. In the background, a person in a white shirt is partially visible, suggesting a waiter or a guest. The overall scene is set in a bright, airy environment, likely a restaurant or a formal dining room, with large windows or glass doors in the background. The lighting is soft and warm, enhancing the colors of the flowers and the clarity of the glassware.

# WINE COUNTRY *hospitality* AT HOME

Tablescapes await guests at Sunset Supper at Vista Point.



*by Nitsa Knoll*

*Director of Hospitality & Events*

**T**here's always a reason to celebrate at Jordan, whether it's harvest or summer meteor showers or a wedding proposal on our terrace. We pride ourselves on creating meals, parties and tasting experiences that leave a lasting impression.

One of the things that makes Jordan events memorable is our focus on details. In my role, I'm in charge of making sure our parties, lunches, dinners and private tastings capture gracious wine country hospitality in ways you'll want to replicate at home. This process takes effort, but it's not impossible; recreating our style at your own celebrations is doable if you keep a few concepts in mind.

### CAPTURE CASUAL ELEGANCE

When people think about wine country, the word "casual" often comes to mind. We do, however, desire some formality, a sense of elegance. Simple table settings might be adorned with corks to signify assigned seating in an outdoor dining area. Or you might find an Instagram-worthy centerpiece that's nothing more than a beautiful bowl of ripe, seasonal fruit, such as pomegranates and pears. I like to think of it as casual elegance.

### CHOOSE A THEME

When you're hosting a party, it helps to identify a concept or idea that's going to be a common thread throughout the celebration. For example, we created our Starlight Dinner in conjunction with the Perseid meteor shower and planned all aspects of the event around a stargazing theme. In terms of decor, that meant selecting elements that related to the sky, stars and planets. We used navy linens as dark as the night sky, and arranged LED string lights down burlap table runners to look like stars. Another example is our Sunset Supper. When we decided to host a hilltop dinner party, I brought the color palette of a summer sunset to the table, incorporating orange roses, sunflowers and cone flowers in the floral centerpieces, and even a single pink rose bud on each place setting. One of the great things about having a theme is that it provides guiding parameters, making pre-planning easier.



### DON'T FORGET TO GREET

Without question, one of the most important parts of any event is the greeting. How you welcome guests upon arrival sets the tone for the party, and gives them a favorable first impression of the occasion. At Jordan, we often ask a host to stand near the parking lot, anticipating the guests' arrival for a subtle welcome. We also greet our event guests with a glass of Chardonnay or a flute of Champagne. Offering a warm greeting, that feeling of being waited for, that guarantee that nobody is going to get lost on their way inside, helps make guests feel welcome.



## EMBRACE SEASONALITY

When I'm decorating for a party, I focus on using local flowers that are at their peak at the time of the event; if you work within seasonal guidelines, you are guaranteed a higher-quality flower with a longer life. Sonoma County floral season is at its height from June through September, giving me access to different types of dahlias, roses, sunflowers, hydrangeas and more. During fall and winter, I shift toward using hardier foliage and foraged flora, such as tree moss, branches and leaves. Fruits and vegetables on the vine can also become a focal point of place settings. One of my favorite things to do is incorporate a cluster of cherry tomatoes on the vine into each guest's place setting. I simply take a handful of fresh herbs, a single flower for a pop of color and a tomato vine and wrap them together with a piece of raffia or ribbon.

## PAY ATTENTION TO DÉCOR

I always want our tablescapes to look as if I didn't slave over them all day. That means keeping décor fairly simple. Centerpieces can be easily over-thought or over-touched. Don't be afraid to only have four bud vases in a straight row on your dining room table—that's very clean and simple. It can be striking as well. Often the best components of classic décor are right in front of you—in your yard, on the side of the road. Magnolia leaves are a perfect example. They're fun to work with because they're big, sturdy and retain their shape and freshness for days. I also love oak branches, Spanish moss and blossoms. I'm a big fan of bringing nature to the table. Leaves and branches make for a great filler in floral arrangements, and they're free. I've simply placed clusters of magnolia leaves down the center of the table like a runner, added in a few votive candles and gardenia blooms floating in a bowl of water as the centerpiece, and it completes that natural, wine country look.

## GET CREATIVE WITH PLACE CARDS

Place cards are always a nice touch for seated meals, and you don't have to toil over a craft project to create something wine country chic. Sometimes I'll use a gold pen and write my guest's name directly on a magnolia leaf, turning it into a natural place card. I also like working with the small manila tags typically used for mailings; those are really wonderful to tie around something elegant like a little bouquet of flowers, herbs or even a tree branch with flower buds. I used cherry tree twigs for our A Taste of Spring Dinner place settings because the pink buds are so beautiful and give a minimalist, elegant look. I've even done parties with petite succulents as place cards. For those, each person has a tiny pot, and I stick a small skewer into each pot with the person's name. These are all little fun ideas that we do at the winery and anybody can replicate at home.

## CRAFT A MENU AROUND THE WINE

At Jordan, the key to a memorable party is the marriage of food and wine. Choosing wines and dishes that elevate each other's flavors is the most important part of a chef's job, and my husband, Todd Knoll, our Executive Chef, is constantly challenging himself to find new pairings for Jordan Winery meals and culinary events. We always serve older vintages of Jordan Cabernet Sauvignon at meals to showcase the wine's ageability, and library wines from commemorative vintages often find their way onto tables for special occasions—year of a first date, graduation, wedding or a child's birth. Mature Jordan Cabernets, as their fruit begins to soften, tend to express more earthy characters, and serving braised dishes, usually with herbs and mushrooms in the sauce, are a wonderful way to accentuate the charms of older red wines. The best braised meat for older vintages of Jordan Cabernet Sauvignon is Sonoma lamb, and it's perfect for a dinner party. Two racks of lamb create an impressive presentation and feed three couples.



Edible centerpieces—a colorful crudité with dipping sauce—doubles as décor and an icebreaker at seated dinners.



The gift of homemade finishing salt inspires guests to recreate an element of the dinner menu at home.

For any entrée, we like to balance the flavors between the wine and the dish's sauce or vinaigrette by adjusting acidity with fine aged vinegars. Aged sherry vinegar works particularly well because it is mellow, complex and subtle—like older Cabernets—and draws little attention from the fading fruit of the wine. Before serving, sip the wine and try the dish to see how the two interact on your palate, seasoning with vinegar, salt and pepper to taste. As salt is added, the perception of acidity in both the wine and the food is muted. The adjustment of salt must be closely monitored; just as the overuse of acid can leave a wine flat, over-seasoning can leave a Cabernet Sauvignon unpleasantly metallic. The final balancing of flavors is accomplished in small additions of seasoning just before serving until both the wine and food are shown in the best light.

Serving a dish that pairs well with both a white and a red wine also creates an interactive experience for your guests. I like to serve Grilled Sonoma Quail in a Peach Vinaigrette with Saba Glaze paired with both a young Jordan Chardonnay and a young Jordan Cabernet Sauvignon. The grilling of the stone fruits helps complement the subtle oak in the Chardonnay, and the peaches also bring out the wine's stone fruit flavors. Saba is a very concentrated Balsamic, so its subtle sweetness will highlight hints of fruit in the young Jordan Cabernet.

## BUILD IN ICEBREAKERS

Another clever idea for dinner parties is incorporating an icebreaker into your menu. I like using an edible centerpiece or interactive condiments for the appetizer or first course. During our Sunset Supper at Vista Point, Todd and I created a deconstructed caprese salad with five different tomatoes and four different types of basil, each displayed in its own small vase. We encouraged everyone to sample all of the tomatoes with the various basil to see which flavors brought out different nuances in two vintages of Jordan Chardonnay poured for them. Our guests had a lot of fun experimenting with the array of ingredients. We've hosted other meals where a trio of sea salts was served with grilled vegetables or artisan breads and truffle butter as the icebreaker, encouraging guests to compare and contrast. This approach starts conversation and makes everyone comfortable. Incorporating these fun little details really can make a meal memorable for guests.

## EDUCATE WITH ELEGANCE

We always print menus for our culinary events at Jordan, and that's another easy touch you can imitate at home. Whether it's a formal dinner party or a cocktail reception with different wines, just having a list of all the different wines and dishes you served elevates the affair. I like to use artisan papers with subtle patterns (such as rice paper or vellum, found at [papyrusonline.com](http://papyrusonline.com)) as part of the presentation and roll the menu into a decorative piece, wrapping it with raffia or ribbon and a herb or flower sprig from the garden. Lavender and rosemary are go-to herb choices, as they don't wilt fast like a delicate rose bud.

## ELEVATE WATER SERVICE

In addition to wine service, we always offer a non-alcoholic option to complete the beverage selections. When hosting a casual wine country or harvest lunch, fruit- or herb-infused drinks, often called "agua fresca," are a natural choice. Agua fresca offers a wonderful twist on water refills. By puréeing a very small amount of seasonal fruits—French Charentais melons are one of our favorites—and mixing them into a large pitcher of water with a touch of honey, you instantly get a little bit of color and flavor, and it gives the meal a refreshing touch. For a more herbal style, we'll strip handfuls of lemon verbena leaves from their stems and crush them lightly to release the essential oils, letting the herbs steep in cool water an hour before serving.

## GIVE TAKEAWAYS

At the end of a dinner party, make a lasting impression by gifting a memento of the evening. Gifts that include a highlight of the menu always go over well, such as giving everyone a small mason jar filled with a dry rub or finishing salt used on the main course. At Sunset Supper at Vista Point, we gave everyone vials of homemade sea salts, an ingredient used in the salmon entrée. Seasonal fruits can also be transformed into an unexpected, edible gift; Todd places whole fuyu persimmons in a dehydrator for about 12 hours and then dips the dried fruit in Valrhona Blond Dulcey chocolate and sprinkles it with Maldon salt. When guests open the gift, they remember what a fabulous time they had and may be inspired to recreate the dish at home.

# ESTATE *recipes*

## Marinated Goat Cheese with Citrus, Olive Oil and Herbs



### Ingredients: (Serves 6)

- ¼ pound aged Cypress Grove Midnight Moon goat cheese (Manchego may be substituted)
- 4 broadly peeled rind pieces of one blood orange, pith removed (any citrus may be substituted)
- 4 broadly peeled rind pieces of one Meyer lemon, pith removed
- 10 whole black peppercorns
- 5 whole white peppercorns
- 1 cup candied Kumquats, halved  
(2 Tbsp of English marmalade may be substituted)
- 1 blood orange, peeled and divided into segments  
(any seasonal citrus with minimal seeds may be substituted)
- 6 sprigs of thyme
- 2-4 Turkish bay leaves, whole (California bay may be substituted)
- ¼ cup Jordan Extra Virgin Olive Oil
- Fleur de sel to taste

### Instructions:

1. Slice cheese into 1/8-inch thick triangles.
2. Use a vegetable peeler to broadly peel citrus rinds (approximate length: 2-3 inches).
3. In a nonreactive bowl, combine sliced cheese with orange and lemon rinds, black and white peppercorns, marmalade or kumquats, 8 blood orange segments, 4 thyme sprigs and bay leaves.
4. Add Jordan Extra Virgin Olive Oil and gently toss.
5. Cover and set aside to marinate at room temperature for eight hours or in a refrigerator a minimum of 24 hours.
6. To finish the plate, bring the cheese marinade up to room temperature 45 minutes before your dinner party.
7. Toss gently again in same bowl to refresh ingredients.
8. Arrange the cheese slices and marinade naturally on a platter.
9. Top with a few more citrus rinds that have not been marinated.
10. Drizzle with additional olive oil.
11. Garnish with a few fresh thyme sprigs and fleur de sel to taste.

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"One of my favorite appetizers for dinner parties, this flavorful cheese course can be adapted year-round by changing the citrus seasonally. Its contrasting brightness and creaminess pairs with Jordan Chardonnay."

— Todd Knoll, Executive Chef

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View more recipes at [jordanwinery.com/recipes](http://jordanwinery.com/recipes)



## Herb Roasted Pork Belly Porchetta

### Ingredients: (Serves 8 to 10)

8 pound Niman Ranch skin-on pork belly\*  
 ½ cup sel gris, divided

### For the rub

⅓ cup peppercorns  
 3 Tbsp fennel seed  
 2 Tbsp Aleppo pepper  
 2 Tbsp thyme, chopped  
 2 Tbsp sage, chopped  
 2 Tbsp rosemary, chopped  
 6-8 garlic cloves, zested into paste  
 2 lemons, zested (Meyer, if available)

### For the stuffing

1 bunch baby fennel (or 2 regular-sized bulbs)  
 2 shallots, chopped  
 2 Tbsp fennel pollen  
 2 lemons, thinly sliced (Meyer, if available)  
 2 Tbsp Jordan Extra Virgin Olive Oil

\* Skin-on pork belly is available by special order from a butcher or Asian market

### Instructions:

1. To make the rub, toast peppercorns and fennel seed in a small pan over medium heat (about 3 minutes). Place toasted spices in a grinder and pulse until fully ground, or grind by hand with a mortar and pestle. In a small bowl, combine ground spices with Aleppo pepper, fresh herbs, garlic paste and lemon zest. Set rub aside or refrigerate for up to 3 days.
2. Place the pork skin-side up on a large cutting board. Tenderize the pork by "docking" or piercing the skin multiple times (full coverage) with a skin perforator tool. (Paring knife may be substituted.) Cover skin-side with ¼ cup salt.
3. Flip the pork over and score the meat-side diagonally, so it cooks evenly. Cover the meat-side with ¼ cup salt. Sprinkle and pat the rub on the meat-side of the pork belly.
4. Place the meat skin-side up on a cooking grate or roasting rack and set the rack in a roasting pan or baking sheet. Refrigerate overnight to lightly cure the meat.
5. To prepare the stuffing, chop fennel and shallots; add to a saute pan with fennel pollen and extra virgin olive oil. Saute over medium heat until fragrant; about two minutes. Remove from heat and let cool before using. (Stuffing can be modified according to your taste; sauteed herbs with Picholine olives or dried fruits and chopped nuts are other favorites.)
6. To assemble the pork belly, place pieces of cooking twine (each about 20 inches in length) three inches apart on a cutting board or work surface.
7. Remove the meat from the refrigerator and pat dry of any moisture. Add stuffing and fresh sliced lemons to the center of the meat-side. Roll the meat tightly from the short end into a compact roast shape.
8. Transfer the rolled pork belly on top of the pre-set cooking twine and tie each piece of twine around the roast at 3-inch intervals.
9. At this point, the roast may be prepared immediately, rested in the refrigerator for a minimum of 24 hours to further enhance flavor or may be frozen for up to three months. To freeze, wrap in aluminum foil and then seal with 1-2 layers of plastic wrap to prevent freezer burn. Once ready to cook, allow frozen pork to thaw overnight under refrigeration. For all preparations, allow the meat to come to room temperature for one hour prior to roasting.
10. Roast at 325 degrees for approximately 2.5-3 hours to an internal temperature of 160 degrees. (This is important or the belly will not be tender.)
11. Allow the meat to rest for 30 minutes at room temperature, then remove cooking twine prior to slicing. Serve with steamed vegetables. Leftovers are fantastic for sandwiches; crisp meat in a cast iron pan and place on grilled country bread with your choice of condiments.



View our chef's pork belly porchetta recipe photo tutorial demonstration at [blog.jordanwinery.com](http://blog.jordanwinery.com)



# OUT *& about*

Healdsburg has dramatically changed since the Jordans founded Jordan Vineyard & Winery in the 1970s. Back then, “downtown” was nothing more than a quaint plaza flanked by sleepy mom-and-pop shops. Today, our city regularly appears on national lists of the best places to live, and it feels like we’re adding award-winning restaurants every week. Here’s a rundown on what’s new.

## BIG JOHN’S MARKET EXPANSION

Healdsburg’s largest independent grocery store doubled in size this January when it expanded into a new 34,000-square-foot space highlighted by a two-story rotunda. The new area comprises an expanded kitchen, bigger olive and hot food bars, larger deli counters, a more robust wine section and a new pizza oven for made-to-order pies. The store also tripled the size of its cheese counter and opened a satellite location of Costeaux French Bakery. Construction on the remainder of the store is expected to continue throughout the rest of the year; it’s a great spot for procuring wine country picnic provisions. [bigjohnsmarket.com](http://bigjohnsmarket.com)

## MICHELIN STARS IN SIGHT

Chef Kyle Connaughton and his wife, Katina (pictured left), will open what is arguably the West Coast’s most anticipated restaurant this summer, Single Thread Farms Restaurant & Inn. Dining at the exclusive, ticket-based restaurant will be an “experience” that includes personal tours of the restaurant’s rooftop garden and greenhouse, an 11-course meal, California-focused wine pairings and the option to stay in one of five suites on the upper floors of the corner building across from Valette. The menu will be heavily influenced by the chef’s celebrated work with French chef Michel Bras in Japan, revolving around fresh produce Katina and her team grow at the couple’s property nearby. Food experts say Single Thread will be the kind of restaurant that will get people from all over the world talking about Healdsburg. We can’t wait to see it for ourselves. [singlethreadfarms.com](http://singlethreadfarms.com)





## KINSMOKE

The barbecue craze has come to Healdsburg in the form of KINSmoke, a casual barbecue-meets-sports-bar restaurant in the old Center Street Deli location on the east side of the Plaza. The eatery serves carnivorous favorites, from ribs to shoulder, pulled pork and more. Sides include tater tots, hush puppies, slaw, potato salad and other Southern mainstays. KINSmoke also pours a number of beers—some local, some (much) more far-flung. Its name gives a nod to the owners first restaurant, the popular KIN in Windsor. Even if you just swing by for a smell, it's worth a visit. [kinsmoke.com](http://kinsmoke.com)

## NEW ROOMS AT HOTEL HEALDSBURG

Rooms inside the chic Hotel Healdsburg have received a makeover, and the result is something sharper and snazzier than ever before. The new rooms, which debuted in February, are the result of a collaboration between Myra Hoefer Design and David Baker Architects. Modernized accommodations boast custom cowhide benches, linen-slipcovered chairs, silk and wool rugs, as well as reclaimed wood bedside tables. Paintings of clouds, unique to each room, play off of white walls and pale green-blue shutters. An oasis on the bustling square. [hotelhealdsburg.com](http://hotelhealdsburg.com)

## NEW CHEF DUO AT SPOONBAR

It took two chefs to replace Louis Maldonado, but Spoonbar, inside the H2 Hotel, now has a co-executive chef duo at its helm. The chefs, Patrick and Casey Van Voorhis (pictured below), are a married couple who met as students at the Culinary Institute of America and have spent quality time in the kitchens of San Francisco's Acquerello (where Patrick was the executive sous chef) and Jane Bakery (where Casey focused on bread). Their plan is to revamp the menu with more of a rustic Italian focus, featuring items such as rye gnocchi and roasted carrots with prosciutto. Healdsburg's roster of Italian eateries just got deeper. [spoonbar.com](http://spoonbar.com)



## ASIAN FUSION COMES TO TOWN

Asian food always has been hard to find in Healdsburg; hopefully Persimmon will change that for good. The Persimmon restaurant opened in January with a Vietnamese-accented pan-Asian menu that features a variety of finger foods (think dim sum) and noodles. Executive Chef Danny Mai, who fled Vietnam for the United States during the 1980s, also offers various kinds of pho, the popular Vietnamese noodle soup. Interestingly, the financial backers of this eatery are the Diaz brothers, the same family that owns Agave, El Farolito and Casa del Mole—some of the most popular Mexican fare in town. [persimmonhealdsburg.com](http://persimmonhealdsburg.com)



# TOURS *and* 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 Jordan Estate, there is something for everyone to enjoy. Reservations are required due to the intimacy of the experiences.

**RESERVE YOUR SEATS AT [JORDANWINERY.COM/VISIT](http://JORDANWINERY.COM/VISIT).**

## ESTATE TOUR & TASTING

\$120 per guest, 3 hours

Journey beyond the walls of the Winery Chateau for a guided tour of the 1,200-acre Jordan Estate—vineyards, vistas, chef gardens and more. You'll ride in style to remote destinations where you'll explore Sonoma County wine and food in the countryside where they're grown.

## WINERY TOUR & LIBRARY TASTING

\$40 per guest, 1 hour 30 minutes

Explore the architectural splendor of the iconic Winery Chateau that has defined Jordan for four decades. Walk the cobblestone terrace and pass through the oak tank room, before a seated tasting of Jordan wines with hors d'oeuvre pairings in our private library.

## LIBRARY TASTING

\$30 per guest, 1 hour

Discover the grandeur of the Winery Chateau with a seated tasting in our private library. The Jordan history and winemaking philosophy comes to life through an intimate tasting of Jordan Chardonnay and Cabernet Sauvignon with an artisan cheese pairing.





# REFLECTIONS

"In 1976, the Jordans hired a French chef, Henri Charvet of Aix-en-Provence, to come cook at the winery during our inaugural harvest. Those of us in the cellar had no idea because we had just begun picking the first fruit of the new vintage. I remember pumping over a tank and seeing some guy with a white chef's toque stroll into the fermentation room with a silver platter of pork terrine in his hands. He gingerly stepped over all the hoses and pumps before placing the platter on the fermentation pad in front of the crew. We stopped our pumps and ate the terrine like it was our last supper. But, it would take a few more years before the French celebration of harvest lunch became a tradition at Jordan. I traveled to Bordeaux, and winemaker Jean-Claude Berrouet of Chateau Petrus invited me to lunch. When I walked into the courtyard to find a table covered with family-style dishes and open bottles of wine, I told Petrus owner Christian Moueix I was honored that he had assembled a party for me. He replied, 'We do this every day during harvest.' I couldn't wait to return and plant that seed with Tom Jordan. Three decades later, Jordan harvest lunches remain one of our favorite celebrations coinciding with Mother Nature's biggest party of the year—crush."

— Rob Davis

*Jordan*<sup>®</sup>

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We welcome guests for Tours & Tastings by appointment.