



Jordan®

ESTATE TALES

VOLUME 12 • 2017

WHITE BALANCE
PURSUING NEW HEIGHTS
WITH CHARDONNAY

A SPARKLING NEW TRADITION
THREADS THAT
UNITE TWO FAMILIES

CALIFORNIA CAVIAR
A NEW TASTE OF
JORDAN HOSPITALITY



WELCOME



I've always said we focus on three things at Jordan: food, wine and hospitality. This dedication allows an attention to detail that has set Jordan apart in an increasingly corporatized wine industry. Jordan has taken great pride in celebrating the timeless art of enjoying a beautifully balanced bottle of wine with friends over an exquisitely prepared meal for 40 years.

While a dinner party with friends helps us slow down and forget about the stresses of everyday life for a moment, the world continues to rapidly change, and the innovation that drives our culture helps us stay competitive. After dedicating a decade to making changes in the vineyards and cellars to further enhance the fruit flavors and structure of our wines, we have turned our pursuit of perfection to that third pillar of our identity: hospitality. Our continuing passion for creating new culinary experiences for our guests has led us to forge exciting new partnerships with fellow artisans from California to France. The delicious results will bring another dimension to the Jordan experience.

In this year's *Estate Tales*, we take you inside the latest wine and food projects at Jordan. Our cover story (page 10) gives an in-depth look at Jordan Chardonnay's evolution and recent experiments to elevate our Burgundian-style white wine. The grandest of celebratory occasions would not be complete without Champagne and caviar, and this year, we share the stories behind the new Jordan Cuvée Champagne by AR Lenoble (page 16) and the

Jordan Chef's Reserve Caviar by Tsar Nicoulai (page 36). Jordan library vintages and home entertaining accoutrements being offered in our Chateau Boutique (page 40) make planning for your next dinner party hassle-free. The Jordan Estate Rewards loyalty program overview (page 30) and Special Events Calendar (page 34) describe some of the many ways you can enjoy Jordan's culinary endeavors.

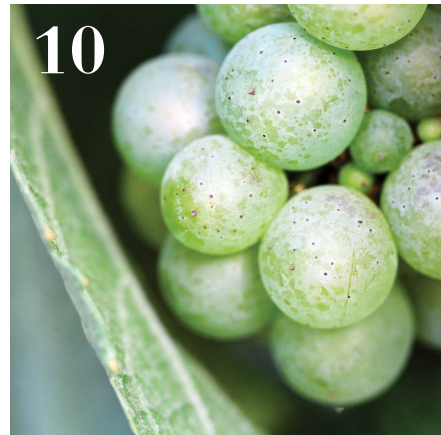
2016 marked another milestone for Jordan—the 40th anniversary of our first vintage. Winemaker Rob Davis has guided our wines since 1976, and the latest vintages of Jordan Chardonnay and Jordan Cabernet Sauvignon from two classic harvests debut this spring, along with an exceptional bottling of Jordan Estate Extra Virgin Olive Oil (page 26). Uncork a bottle and let us know what you think.

Until your travels bring you back to Sonoma County wine country, we hope these new products and vintages bring joy to your table. We look forward to welcoming you to our estate soon.

Sincerely,

John Jordan
CEO

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Photographs by Matt Armendariz, Lisa Mattson, Kendall Busby, Nick Olivieri and Damon Mattson

WELCOME



We passed a milestone last fall—40 years of Jordan Cabernet Sauvignon, 1976-2016. Since my internship during the first harvest at Jordan, each year brings a fresh look to an old craft. So what do you think is most exciting for a winemaker? Certainly strolling through the vineyard blocks assessing the growing conditions of each vintage is high on my list. But by far, the elation one gets at the crush hopper receiving and processing the fruit is simply sensory overload. It is the one place that the winemaker can best judge a great vintage like 2012 or 2016, or come to terms with decisions to make on elevating a challenging vintage like 2011 or 2015.

What I look for in a great harvest is intensity of fruit flavors, and our entire winemaking team's palates were aglow when reviewing each gondola and fermenting tank from the 2016 vintage. All those same amazing aromas that splashed into our hopper triggered the wonderful memories of 2012—a real show stopper. Another high point has been added to my diary of vintages.

This year, we release the 2013 Cabernet Sauvignon and 2015 Chardonnay—two vintages that couldn't have been more different. While 2013 enjoyed dry, warm weather most of the year, 2015 began cool and wet. The low yields in 2015 reminded us of how Mother Nature has her own sense of balance. The grapevines in 2013 were beaming with intensely

flavored clusters—almost as bountiful as 2012. Our 2013 Jordan Cabernet Sauvignon is more Pauillac in style than previous vintages—the richest, most complex Jordan I've tasted upon release. Our decision to convert all of our cooperage to French was validated with the taming of highly structured tannins, the enhancement of a rich mouthfeel and the length of a finish comparable to the grands crus of Bordeaux. For Jordan Chardonnay, our inspiration has always been Puligny-Montrachet and Meursault, but some years, Mother Nature steers us toward a different Burgundy village. I can't recall a vintage of Jordan Chardonnay as un-Californian as the 2015. It has this Chablis-like quality that is alluringly subtle, inviting and delicious.

At a time when many of California's notable family-owned wineries are selling to corporations, we take great pride in John Jordan's commitment to remaining independent, embracing the spirit of small business innovation and staying focused on quality without compromise in all that we do. John inspires our team to continue to make improvements in our wines not just every year but every day.

Cheers,

Rob Davis

Rob Davis
Winemaker



INTENSITY MEETS ELEGANCE

Inside the 2016 Grape Harvest

By Rob Davis, Winemaker

After more than 40 years as winemaker at Jordan, 2012 ranks as the best vintage I've ever experienced. I thought I'd never see another vintage like that again, especially not this soon. But, 2016 was phenomenal—truly superb. What I look for in a great harvest is intensity of fruit flavors, and all those same amazing aromas that splashed into our hopper brought back the same smiles as 2012. It's an average-sized crop compared to the bountiful 2012 but with taste and complexity on par with 2012. We can't complain. An average-sized crop is better than low; 2012 certainly spoiled us all.

What we look for in a growing season is lack of extremes, and 2016 was blessed with moderate weather throughout most of the vintage. The much-needed rain arrived in waves during winter and spring, replenishing reservoirs after years of drought (29 inches is average for the first half of a year, and we received 32 total). Weeks of intermittent rainstorms in December and January were swiftly followed by a record heat wave in mid-February, forcing yet another early bud break. Chardonnay bud break began in the Russian River Valley on February 19, about a week later than in 2015—continuing a new norm for an early start to our growing season. Bordeaux varieties in Alexander Valley followed suit a few weeks later,

with Petit Verdot buds bursting the first week of March, followed by Malbec, Merlot and the later-ripening Cabernet Sauvignon on March 15. Across both appellations, bud break was quite uniform—all the leaves pushing and growing at the same level—which is ideal when the goal is achieving a balanced grapevine to make a balanced wine.

Despite the usual concern for frost damage to these delicate buds, temperatures didn't drop to freezing in March or April.

Flowering commenced in early May, and despite some rainy days and a little wind, the flowers on our earlier-ripening vineyards pollinated well. Mother Nature still reminded us it was spring with a few rain showers punctuated by two heat spikes over a two-week period. This disrupted the bloom of some later-ripening Cabernet Sauvignon vineyards, which affected quantity (not quality) of clusters.

Fruit set in June revealed an average-sized crop for all of our Chardonnay and Merlot growers, as well as some hillside and benchland Cabernet Sauvignon vineyards and our Estate Petit Verdot and Malbec. This was a relief after the smaller 2015 vintage, which yielded about 20-30% less fruit than a typical year. Summer days were foggy in the mornings but sunny all afternoon with moderate temperatures, allowing



the grapes to change color in July and begin the final phase of ripening without any significant issues. The main challenge was mildew pressure due to the moisture in the air on all those foggy mornings. Emphasis was also placed on leaving just the right amount of leaves in the canopy to protect from sunburn while helping to keep the vine's energy focused on the fruit zone.

The hot, sunny August weather we've known for the last five vintages never arrived. Cool temperatures and misty fog lingered into lunchtime most days. There was enough sunshine, but without the intense heat that radiates through the long days that time of year. Highs stayed in the upper 70s and low 80s—about 10 degrees below average, which allowed the Chardonnay grapes to continue a slow ripening without the threat of excessive heat, which can sunburn their delicate skins. The red varieties also benefited from the longer hang-time and consistent weather, developing more complex fruit flavors.

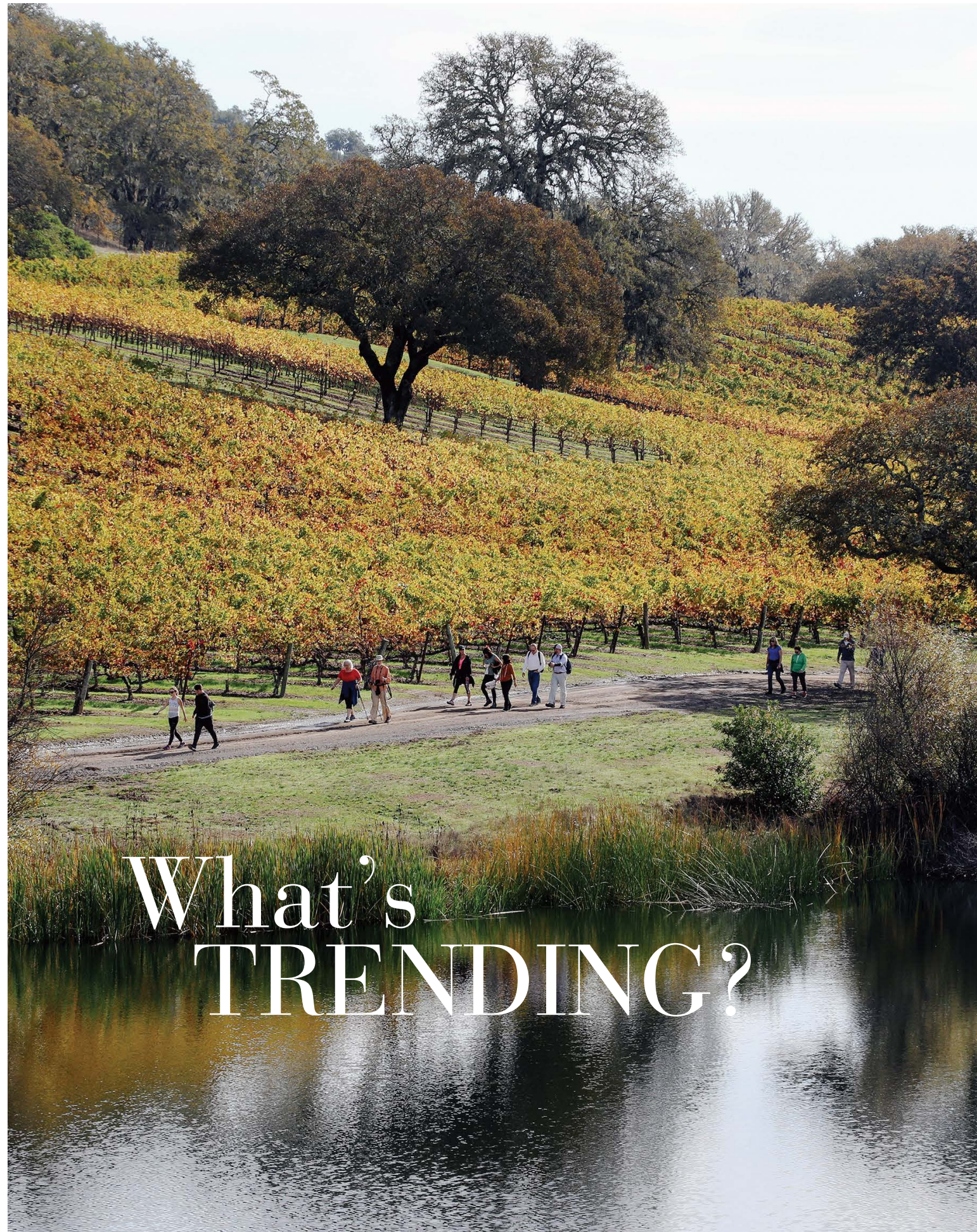
As in recent vintages, the 2016 harvest was very condensed: only 30 days. Our 41st harvest began on September 1 with Russian River Chardonnay, and then we paused for a week, letting the grapes enjoy more hang-time during the unseasonably moderate weather. The reliable "Indian Summer" returned, and harvest kicked into gear by mid-September. A late September heat wave created a flurry of activity, forcing our cellar crew to free up tank space to bring in the last of the vineyard blocks before the high temperatures sent the grapes' sugars soaring. Apart from one hillside grower vineyard located in a late-ripening pocket in Alexander Valley, the 2016 harvest was finished by October 1. We waited for brief rain to pass to pick those Cabernet Sauvignon grapes, concluding the harvest on October 7—one day short of the 41st anniversary of our first harvest in 1976.

The quality of the grapes was excellent—almost as good as the 2012 vintage in some Cabernet Sauvignon vineyards and as good as 2013 in key Chardonnay vineyards. Across all vineyards, grapes were uniform in size and intense in flavor—exactly what we want. While quality remained high for a fourth consecutive year, the only caveat with 2016 was yields of 5% above average—more clusters on the vines than in the minuscule 2015 vintage, but a lot less fruit than in 2012 and 2013. Ranch Manager Brent Young and our growers did very well protecting the Chardonnay from sunburn, preserving the fresh apple intensity and bright acidity.

Cabernet Sauvignon and our other Bordeaux varieties were also superb—the fermentation room smelled like blackberries and cassis for weeks—the kind of dark, complex fruit characters we desire. Usually that level of fruit intensity is followed by lots of tannin, which we do not want for the Jordan house style. We want beautiful fruit, a silky mouthfeel and a long finish—and 2016 is everything we hope for.

The only real concern for 2016 Jordan Cabernet Sauvignon was two heat spikes late in September. Due to the compact window for harvest, our tank room filled up very rapidly, and many of the Cabernet Sauvignon and Merlot blocks arrived at the crushpad cold, which stalls fermentation. We needed to get through the ferments faster than we would have liked to make more room in the tanks. Extended maturation varied from 10 to 21 days, depending on the nature of each fermenter.

2016 will be remembered as a phenomenal vintage that continued a five-year string of wonderful growing seasons. Mother Nature has certainly smiled down on us once again.



What's TRENDING?



The **Jordan Estate Tour & Tasting** has been named a finalist for Best Vineyard Experience in the **Sunset Travel Awards** two years in a row.

With the overwhelming response to our first **Vineyard Hikes**, six hikes will be hosted in 2017. See Events Calendar on page **34** for details.

Two longtime members of the Jordan Winery staff recently received promotions. **Maribel Soto** has been promoted to a newly created position, Director of Jordan Estate Rewards, and **Claire Smith** transitioned from Wine Educator to Guest Services Manager, replacing Sean Brosnihan.

The **Flow Hives** in Jordan's apiary will produce their first honey on tap this spring. See these revolutionary beehives on the Estate Tour & Tasting and during Vineyard Hikes.

Jordan produced its first-ever **18-liter bottles of Cabernet Sauvignon**. Named a Melchior, each bottle is the equivalent of 24 750mL bottles. Six engraved bottles will be produced each vintage, beginning with 2012.

Jordan was named one of the top Cabernet Sauvignons in **Wine & Spirits magazine's 28th annual Restaurant Poll**, which recognizes the most popular wines in America's most popular restaurants.

Trip Advisor awarded Jordan with its fourth consecutive **Certificate of Excellence Award**.

Feedspot's Top 100 Wine Blogs of 2016 ranked **The Journey of Jordan** at #12, the highest rated winery blog on the list.

Jordan Estate is now certified sustainable through the new **Sonoma County Sustainable** program.

The **40th anniversary** of our first harvest commenced on September 1, 2016. Winemaker Rob Davis's 41st harvest at Jordan began with night-harvested Russian River Valley Chardonnay grapes.

Since its inception in 2012, the **John Jordan Foundation** has helped thousands of families through education, income stability and other charitable programs. More than 220 programs and partner organizations have been given donations, 520 teachers have received grants and almost 400 schools have been served.



WHITE BALANCE

Evolving the Jordan Style of Chardonnay

– By Rob Davis, Winemaker

The French have a saying, *On voyage pour changer, non de lieu, mais d'idées*, which means "We travel to change, not to change a place, but to change ideas." It's a fitting way to describe how Jordan Chardonnay became the wine it is today.

One of my first international trips was to Burgundy in 1979—the year we made our first vintage of Chardonnay at Jordan. There, I had the opportunity to taste from barrels in several domaines throughout the Côte D'Or, the heart of Burgundy's finest vineyards. My sensory response to White Burgundy, specifically the Chardonnays of Meursault and Puligny-Montrachet, was more of a jolt than a subtle departure from what I was accustomed to in Alexander Valley. My California winemaking peers promoted extended ripeness of fruit, compounded by cellar manipulation—specifically an excessive

extraction of oak, bâtonnage (extended contact with lees) and malolactic fermentation (buttery flavor development) to further amplify the flavor profile. It was this style of wine that was being crafted by our fraternity in the 1970s—wines lauded by critics and consumers alike. In contrast, the winemakers in Burgundy focused on fruit and the difference in the vines' exposure to varying elevations and changes in soil (the French concept of terroir). After that fateful trip, I changed course. I became a student of the importance of vineyard sites—their soil profiles and their response to the cooler areas of the Russian River Valley, though Jordan's estate Chardonnay vineyards were in the warmer Alexander Valley at the time. I fully embraced the importance of winemaking decisions that promoted the vineyard rather than embracing methods that built structure and richness at the expense of the fruit.

Jordan winemaking has spanned more than 40 years, and for every one of those vintages, decisions have been made to constantly improve the quality of our wines. Since our initial vintages of 1976 Cabernet Sauvignon and 1979 Chardonnay, we continue to fine-tune vineyard selection, harvesting methods, separation of lots to optimize fruit aroma and flavor, fermentation methods, oak selection and even improvements in machinery technology. The last decade of Jordan Chardonnay, however, has been its most exciting.



LEARNING FROM THE PAST

When I joined Jordan as a harvest intern in 1976, I was fortunate to work with the best wine mentor in the world: André Tchelistcheff, regarded as one of the founding fathers of modern American winemaking. The Jordans' decision to hire André to consult with us was pivotal to achieving their dream of making wines of elegance and refinement, more akin to France than to California.

Born in czarist Russia and educated in France, André understood both the Old World traditions of Europe and the potential of the New World. André's experience in both French and California winemaking provided an incredible foundation to a winemaker, like myself, who was so young and unfamiliar with the many choices one has to make in fashioning a wine from the vineyard to the table.

André always talked about how Europeans had hands-on winemaking experience that stretched back for centuries and how they didn't use the scientific winemaking methods I was taught in college. A true luxury for me was to travel with André to chateaux and domaines in the different regions of France—as we did beginning in the 1970s—exploring, in particular, the importance of soil and climate and how they related to expressions in the wine. The four cardinal rules of successful winemaking were amplified with every trip we took together: matching the correct cultivar (grape variety) with the climate and soil, which were followed by the successful husbandry (care and management) of farming the vineyard. The very best wines we tasted were ideal examples of the implementation of these four tenets. In my earliest years as winemaker, I began to focus more on the vineyard site, on trusting my palate and less on academic formulae.

*"I began
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LOCATION, LOCATION, LOCATION

Visiting winery owners, vineyard managers and winemakers in France also provided an insight that was consistent with each great winery: the importance of vineyard location. They would walk out to the vineyard, dig their hands into the soil and exclaim, “This is all you have to know about our wines!”

My first opportunity to align Jordan Chardonnay with this philosophy came in the late 1980s when we started making J sparkling wine at the Jordan facility. J sparkling sourced all its fruit from the Russian River Valley, situated southwest of the winery and closer to the ocean. I was amazed when I tasted the grapes: the fruit intensity of this Russian River Chardonnay was so vibrant and crisp compared to the riper, rounder Alexander Valley Chardonnay fruit. In the Russian River, fog and breezes from the Pacific Ocean flow through the channel carved by the river, keeping temperatures moderate. Grapes ripen slowly, developing depth and richness while still maintaining bright, natural acidity. Along the river, well-drained gravelly soils have formed over millennia, marvelous for emulating the minerality found in French Chardonnays. Alexander Valley was, and still is, the ideal site for Cabernet Sauvignon, but its warm, Mediterranean climate was not ideal for Chardonnay. While following the estate philosophy of Bordeaux—growing all our own grapes on the same property around the winery—we weren’t allowing Jordan Chardonnay to realize its true potential as a wine that could stand alongside the great whites of Burgundy. By the late 1990s, we moved to sourcing Chardonnay grapes entirely from the cooler areas of the Russian River appellation, a decision that provided much greater success in capturing the elegance of a Burgundy-style white wine since the 2000 vintage.

In recent years, we have continued to search for the best vineyard sites whose soil composition was better suited for physiological maturity of the fruit. Our assembly of wonderful growers continues to evolve and exceed expectations with regard to farming practices, but on the rare occasions they have not, we embarked upon a plan to lease vineyard blocks and farm them ourselves rather than give up a great site.

IN THE VINEYARD

Even after 40 years of winemaking, I still call myself a humble student of Chardonnay, especially in the vineyards. I spend twice as much time in the vineyards of Russian River Valley than Alexander Valley. The delicate-skinned Chardonnay grapes simply demand more attention to achieve greatness.

Quality guides all our decisions. We spend the entire growing season making sure the vines achieve a balanced crop size—too much fruit, and it doesn’t ripen fully. Under-cropping, which many a winemaker thinks promotes the grape’s concentration of flavor, is as bad as over-cropping, as the imbalance has the vine focus more on the growth of canopy than ripening the grapes. We also pay attention to canopy management, strategically removing specific leaves so the grapes can develop evenly while not getting sunburned. Efforts are also made to avoid bunch rot, which would add bitter and astringent components to the flavor of Chardonnay.

In 2000, we changed harvesting times for Chardonnay, transitioning to night harvest—usually beginning around midnight when the air is coolest. (See *Estate Tales* Vol. 10, page 30). The grapes’ aromas are elevated, acids become brighter, and the fruit flavors are more intense. Grape skins become firmer when the fruit is cold, which is beneficial during the pressing phase. Cold skins minimize the phenolic extraction which reduces astringency. Back at the winery, it’s tremendous fun when we drop the fruit into the hopper to be pressed. The fruit aromas are so expressive with apples and pears, reminiscent of a perfume factory. Night harvesting by hand is more expensive, but the resulting vibrant flavors, bouquet and acidity are worth it.

More recently, we’ve taken long-term leases on our two best vineyard sources in the Russian River since 2015—a decision that costs more than letting the grower tend the vines but allows for ultimate control over grapevine uniformity and fruit quality. Now we can farm these properties exactly the way we want, adapting to every change during each growing season.



IN THE WINERY

Chardonnay is a thin-skinned grape that is easy to manipulate once it is pressed. If making a big, buttery style of Chardonnay, the flaws of unbalanced grapes can be hidden by oak, malolactic fermentation and other techniques. But when making a Chardonnay of elegance, the balance of the vine and purity of fruit flavors are critical. What we love about the Chardonnay produced by our vintner friends in Burgundy is the delicious balance and delicate weight of the wines. The fruit is such a wonderful expression of lush green apple and pear with a mineral finish that lingers on the palate. This style of wine can only be made from pristine clusters. The moment the fruit is in, our winemaking team focuses on fruit expression and texture. In particular, we are very sensitive to astringent components that are squeezed from pressing. Press cuts are specifically made with the emphasis to avoid the extraction of bitter and astringent flavors. Press yields can vary greatly because of this; we sacrifice gallons of juice left in the grape to be discarded rather than bring down the intensity of pure fruit.

During the first vintages of Jordan Chardonnay, we employed 100% barrel fermentation, all French oak ranging from brand new to three years old. Our current cooperage program is 40 percent French oak since 2014—all new barrels with no carry-over from previous vintages. The resulting fruit is cleaner, more robust with just a suggestion of creaminess from the new barrel. Our first Chardonnay in 1979 incorporated 100% malolactic fermentation. Our latest release, the 2015, is only 19%. The buttery note is more subtle, and the natural acidity is vivid. Our focus is to intensify the fruit and also give beautiful balance on the palate. Too much brass and percussion in the wine, and you can’t hear its violins and woodwinds.

The technology of winemaking is ever changing. The improvements to our bottling line in 2013 illustrate the commitment that John Jordan has made to ensure that every bottle of Jordan wine is the best it can be. Every machine on the line is equipped with a camera that catches any imperfection in the bottling process. Most notable is the patented design of our filler that limits the pickup of oxygen in the filling process to almost zero. This has virtually eliminated bottle shock, and has the same effect as aging six months in bottle.

Winemaking is a combination of art and science. One never stops growing and never stops learning. André Tchelistcheff, at age 92, shared his observation, “My dear sir, I learn something every day!” I always love being at the crush pad at harvest. When the fruit goes into the hopper, for me it’s a celebration of the year’s bounty shared by Mother Nature. The aromas that are released when the fruit touches the hopper is an experience like nothing else in the world.

Jordan has been blessed with such wonderful harvests in the past five years. The 2015 Jordan Chardonnay turned out to be simply superb—a crisp, delicious wine with a lingering finish that tastes more French than Californian. We tasted the wine for the first time last November, after six months in bottle. For a moment, I was transported back to 1979, the first time I’d tasted a vibrant, flinty Chablis—the first time I’d traveled to change my ideas about Chardonnay.



Two families,
separated by oceans,
unite with Champagne



Winemaker Rob Davis walking to AR Lenoble's vineyards in Bisseuil with Christian Holthausen of AR Lenoble.

A SPARKLING NEW TRADITION

In an era of increasing consolidation, partnerships between independent wineries are the exception rather than the rule. In a celebration of both family ownership and dedication to quality, Jordan Vineyard & Winery has partnered with the French Champagne house AR Lenoble to create the first Jordan Cuvée Champagne.

This may come as a surprise to many of the winery's long-time fans, as well as those who inadvertently confuse J Vineyards & Winery with Jordan Vineyard & Winery. The family ties between the two wineries ran deep for decades.

Jordan Winery's sparkling wine history dates back to 1986 when, during a Christmas vacation in Hawaii, winery founder Tom Jordan and his daughter, Judy, formed a partnership and created "J by Jordan" sparkling wine and the Jordan Sparkling Wine Company.

Winemaker Rob Davis traveled to Champagne with André Tchelistcheff in 1987 to learn the many differences in production between still and sparkling wine. Upon his return, he enlisted the skills of Claude Thibaut, who was raised in a Champagne winemaking family, to craft "J by Jordan" sparkling. Committed to authenticity, they brought the first French Coquard press, a model favored by the top traditionalist winemakers in Champagne, to California and installed it alongside the stainless steel tanks at Jordan. They sought out Russian River Valley Chardonnay vineyards near the river planted to the gravelly, alluvial soils for fruit that was similar to that of Champagne.

When the first vintage of "J by Jordan," the 1987, was released, Jordan sparkling joined the winery's Chardonnay and Cabernet Sauvignon as part of the Jordan portfolio. J sparkling was poured for guests at Jordan Winery dinners, sold by our sales director to fine restaurants and available for winery visitors to purchase. And, until 1993, J sparkling was produced alongside our still wines at Jordan Winery in Alexander Valley.

To our customers, the two brands—J and Jordan—seemed inseparable. But "J by Jordan" sparkling rapidly grew, and Judy saw an opportunity to make the brand her own. After moving winemaking to a permanent facility in Russian River Valley in 1993, she took full ownership of J and spent the next two decades building it into a successful producer of not only sparkling but also Pinot Gris, Pinot Noir and Chardonnay.



Clockwise, from top: Rob Davis and Antoine Malassagne in Chouilly; the house of AR Lenoble wall in Damery; Antoine and Anne Malassagne toast with Rob Davis at AR Lenoble; restored shed in AR Lenoble's Bisseuil vineyard.

“Sparkling wine is a family tradition, one that we had no intention of abandoning.”

During this time, Jordan and J operated independently although the two wineries shared sales teams and also typically sold their wines through the same distributors. Jordan proudly served J sparkling at winery receptions, formal events and winemaker dinners, always calling J the “sister property.”

“Offering guests our J sparkling wine as an aperitif and as a toast for celebratory occasions elevated the guest experience at Jordan,” winery co-founder Sally Jordan said. “It’s a grand tradition and one that we readily adopted as a *de rigueur* part of our hospitality.”

On March 23, 2015, the end of an era arrived. Judy Jordan announced that J Vineyards & Winery had been purchased by the E&J Gallo corporation. A barrage of news stories and official announcements from the buyer and seller ensued, but they overlooked J’s beginning at Jordan Winery and Tom Jordan’s role in the creation of the brand.

“At this point in her career I understand Judy’s desire to make a lifestyle change,” said John Jordan, CEO of Jordan Winery. Judy, who is older than her brother by more than a decade, has two children both of whom have interests outside of the wine industry. “We’re at different stages in our lives and have different management styles.”

Given the long tradition of sparkling wine as an essential part of hospitality at Jordan, the void left by the sale of J was destined to be filled. “Sparkling wine is a family tradition, one that we had no intention of abandoning,” John said.

However alluring, the prospect of making sparkling wine again at Jordan wasn’t feasible. “I couldn’t squeeze another drop of wine out of this facility if I tried,” John said. “We are at maximum capacity, and we want to remain focused on our still wines.” Owing to highly-specialized equipment and time-consuming production methods, new sparkling producers rarely enter the market. Most of the new domestic sparkling brands are made at custom crush facilities, such as Rack & Riddle in Sonoma County. “We didn’t want to outsource our production,” John said. “It just isn’t in keeping with who we are.”

Rob soon set out to find an independent Champagne house they could partner with. “It had to be a family who shares our values and our philosophies about winemaking style,” John said. Rob began researching family houses and grower Champagnes. Blind tastings were conducted with Jordan winemaking, sales, marketing and guest services staff to narrow the field.

The easy route would have been to contract one of the co-operatives or growers who were eager to create a private label for Jordan, but that form of outsourcing struck John as a soulless, commercial approach, one that he had already rejected. Despite his efforts, the Champagne acquisition project for Jordan had slowed to a crawl.



Clockwise from left corner: Former chefs Thomas Oden and John Caputo with J sparkling and Jordan wines; Jordan Cuvée Champagne waiting for guests; Jordan Cuvée Champagne; siblings Anne and Antoine Malassagne; the village of Damery, home to AR Lenoble.

Vacations have a history of inspiring the Jordan team, and in February 2016, while Rob was spending a few days in Paris visiting a long-time friend, Tim Johnston, the project sprang to life. Rob shared details of the project with Tim, the founder of Juveniles Wine Bar, and expressed his desire to find a family in Champagne with which to collaborate on a special cuvée. Within five minutes, Tim, who interned at Jordan in 1980, secured an appointment at Champagne AR Lenoble for the next day.

The following morning, Rob took a train to Epernay to meet Anne Malassagne and her brother, Antoine, who directs the viticulture and winemaking at AR Lenoble. “It was like three kids playing in a sandbox,” said Rob, who found they shared many common values and philosophies from independent ownership and focus on intensity of fruit and balance in the wines to extended bottle aging, sustainability and adaptive farming practices. “We’re aligned in the way we pursue winegrowing and winemaking,” he said.

AR Lenoble is one of the very rare producers in Champagne that has been consistently family owned throughout its entire history. The winery was established in 1920 by Armand-Raphaël Graser, who had moved from Alsace to the village of Damery in Champagne during the First World War.

Today, AR Lenoble is jointly owned and operated by Graser’s great grandchildren, siblings Anne and Antoine. These fourth-generation vintners took the reins from their father in the mid-1990s: Anne in 1993 at age 28 with her younger brother Antoine joining her three years later. The family owns 18 hectares in Champagne, including 10 hectares in the grand cru village of Chouilly on the Côte des Blancs, six hectares in the premier cru village of Bisseuil between Mareuil-sur-Ay and Tours-sur-Marne and 2.5 hectares in Damery near the house of AR Lenoble.

Shortly after the 2016 harvest and during one of the first trade tastings of Jordan Cuvée, Antoine shared his views on AR Lenoble’s house style. “Chardonnay from Chouilly is Champagne’s Puligny-Montrachet, and our round, rich and creamy house style reflects that.” Antoine prefers large-format, neutral barrels for aging and a more aerobic style of winemaking that lets the vintage speak.

The Jordan Cuvée Champagne by AR Lenoble is a brut non-vintage produced in AR Lenoble’s cellars by Antoine using grapes from his family’s vineyards and long-term growers. A limited release of the AR Lenoble Brut Intense that was selected exclusively for Jordan, the blend is 30% grand cru Chardonnay from Chouilly, 35% premier cru Pinot Noir from Bisseuil and 35% Pinot Meunier from Damery. Expressive with aromas of toast, nuts, golden apples and honeycomb, Jordan Cuvée gathers momentum on the palate building towards a precise, chalky finish. It takes more than five years for an AR Lenoble Champagne to age to the family’s standards. Thirty-five percent of the Jordan Cuvée blend is reserve wines, and the wine spent four years aging on the lees before it was released. It will only be sold direct from the winery (see page 22).

First and foremost, Antoine approaches Champagne as wine. During harvest, he tastes the musts to produce *vin clair* wines with intention and in turn tastes the *vin clair* to determine their fate. “We are constantly working to define the crus within our estate,” he said, a practice that he shares with Rob and John as they too continue to refine the wines at Jordan.

“We believe small, independent businesses like ours are stronger if we stick together in an increasingly globalized

world,” Antoine said. “An ocean might separate us, but both Jordan and AR Lenoble are united by our commitment to remaining independent and focused on crafting wines of elegance without compromise.” Because both wineries focus on putting their best wines into flagship bottlings rather than bottle reserve wines, it was a natural choice for Jordan to choose an AR Lenoble non-vintage brut for this cuvée.

“J sparkling has passed from our family, and in its place we’ve gained a new family with the Malassagnes and AR Lenoble,” Rob said. The Jordan Cuvée Champagne by AR Lenoble will be poured at Jordan Estate Rewards private meals, Jordan dinner parties and other culinary events, such as Spring at Jordan and Christmas at Jordan. It will also make an appearance at select winemaker dinners across the country.

“With the debut of Jordan Cuvée, we’ve elevated our long-held tradition of serving sparkling to its ultimate expression, that of Champagne,” John said.

He looks forward to sharing a toast to this exciting new partnership with guests.

NEW
RELEASES

NV Brut Jordan Cuvée Champagne by AR Lenoble

Tasting Notes

Brilliant gold color with radiant bubbles. Subtle aromas of apple, pear and brioche define its elegant bouquet. Smooth and fresh on the palate, with a creamy texture balanced by lively acidity, crisp apple and citrus flavors and an attractive steely character. The reserve wines leave a lovely impression of richness that carries through a lingering finish with mineral notes and a hint of citrus. Drink now through 2020.

The Vintage

The flagship of every Champagne producer is its non-vintage brut, a multi-vintage blend based substantially on a single vintage—2011 being the base vintage for this year's Jordan Cuvée. This assemblage of vintages during the winemaking process ensures a consistent house style and high level of quality every year. Similar to Northern California, the 2011 growing season in Champagne was one of its most challenging in terms of weather, but the top producers were able to craft beautiful wines.

The Winemaking

Grapes were harvested from the Malassagne family's vineyards in Chouilly (grand cru Chardonnay), Bisseuil (premier cru Pinot Noir) and Damery (Pinot Meunier), with additional Pinot Meunier sourced from long-term growers around the village of Damery, where the house of AR Lenoble is located. Produced in the traditional méthode champenoise using only first-press juice (known as cuvée), this Champagne aged on its lees in the AR Lenoble underground cellars for four years. About 18% of the cuvée was vinified in French oak barrels for additional complexity. After disgorgement, a low dosage (reserve wine and very pure cane sugar) of five grams per liter was added followed by additional aging, ensuring this Champagne aged in the bottle for a total of almost five years before release. The blend is 30% grand cru Chardonnay, 35% premier cru Pinot Noir and 35% Pinot Meunier.

Food Pairing Suggestions

Because the Jordan Cuvée Champagne is a non-vintage brut that balances opulence and elegance, it's a versatile wine for food pairing. It can be enjoyed as an apéritif, with light hors d'oeuvres such as antipasti, tapas or shellfish, but also complements salads, ceviche, linguine with clams, shrimp dishes, sushi and other Asian cuisines. This Champagne's lively acidity also cuts through the fat in an array of cheeses, such as Comté or chevre, and stands up to spicy seafood or chicken dishes.

Availability

Exclusively at the Jordan Estate. 500 cases imported.

\$49



2013 Alexander Valley Cabernet Sauvignon

Winemaker's Comments

Intense aromas of cassis, black currants, blackberries and ripe cherries with a lovely floral note. The palate is rich and seductive, with concentrated flavors of blackberries and cassis interwoven seamlessly with fine tannins from new French oak barrels. Its masculine structure is harnessed by a beautiful balance of acidity and dark fruits with a long, cassis-laced finish. A highly collectible vintage to be enjoyed now or cellared through 2032. Decant for 45 to 60 minutes to elevate aromas and flavors.

The Vintage

Though it began as one of the warmest, driest and earliest growing seasons on record, 2013 had moderate weather throughout summer, allowing the grapes to develop very intense, concentrated flavors with lots of structure. This vintage exemplifies our move to a higher percentage of French oak to complement the natural grape tannin found in the collection of grower vineyards that have been the soul of Jordan Cabernet Sauvignon since 2006. Compared to the softer Saint-Julien style of the 2012 Jordan, 2013 is more Pauillac.

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 83% French and 17% American oak, of which 43% was primarily new French barrels, allowing the flavors to marry and tannins to fully integrate. This blend of 75.5% Cabernet Sauvignon, 15.5% Merlot, 7% Petit Verdot, 1.5% Malbec and 0.5% Cabernet Franc matured in bottle for two years before release.

Food Pairing Suggestions

The 2013 Jordan's dark fruits, rich palate and fine tannin structure make it a versatile companion at the dinner table. Though a natural pairing for a flavorful steak, such as ribeye or filet mignon, this wine's balance of fruit, tannin and acidity beautifully complement grilled or roasted dishes, such as herb-crusted lamb, pork belly or rosemary chicken. Its dark fruit flavors will also stand up to richer meals, such as veal tenderloin with a wine sauce, mushroom risotto or duck confit.

\$55
jordanwinery.com/shop



2015 Russian River Valley Chardonnay

Winemaker's Comments

Refined aromas of green apple, pear and lemon peel with a flinty note reminiscent of Chablis. Its elegant palate echoes the bouquet with clean, bright flavors of stone fruit and citrus, backed by firm acidity where oak is an afterthought. A touch of creaminess on the mid-palate is followed by lovely mineral notes that carry through an extraordinarily long finish. It would be hard to pick out this bottle as Californian in a lineup of White Burgundies. Enjoy now or cellar through 2022.

The Vintage

A more challenging vintage than its three predecessors, 2015 was marked by a cool, wet spring, which led to a smaller crop (30% below average). Ranch Manager Brent Young's detailed work in the vineyards balanced and protected the smaller crop through the warm summer and a hurried harvest with a few 100-degree days. Though this vintage has more similarities than differences with 2014, it will be remembered as the most Chablis-like of all Jordan Chardonnays.

The Winemaking

From August 24 to September 7, grapes were handpicked in the coolness of the night to retain their aromatics and purity of flavor. Fermentation occurred in 47% stainless steel and 53% new French oak barrels. After two months of sur-lie aging and bâtonnage to further elevate its texture, this wine underwent only 19% malolactic fermentation to preserve its bright acidity and natural fruit intensity. Aged for 6 months in 100% new French oak barrels before bottling. 100% Chardonnay.

Food Pairing Suggestions

With its elegant structure, crisp acidity and citrus flavors, the 2015 Jordan Chardonnay is a versatile wine for food pairing. It will complement a variety of seafood, such as oysters, halibut and poached salmon, as well as light salads and poultry dishes, like Meyer lemon chicken. The wine's acidity will also cut through the fat in pâtés and cream sauces.

\$32
jordanwinery.com/shop

2016 Jordan Estate Extra Virgin Olive Oil

"Moderate weather during summer and fall afforded us the opportunity to wait until November to begin harvest when each variety of olive reached ideal ripeness. The resulting olive oil has attractive aromas of fresh-cut grass, green almonds and green banana peel with a lovely citrus note. The palate is round and buttery from the Arbequina with flavors of apples, almonds, artichoke and black pepper that carry through the deliciously smooth finish. In terms of the fruit-to-bitterness ratio, 2016 is the most balanced oil we've made."
– Todd Knoll, Executive Chef

The Vintage

Moderate to cool weather prevailed throughout the 2016 growing season, setting the stage for an average-sized olive crop. After a rainy winter, our 18 acres of olive trees flowered in April during cool weather, leading to less fruit forming on the trees in an already expected light year following the record-breaking bumper crop of 2015. Summer days were warm and moderate until an unseasonably cool August, which was followed by more sunshine in September and October, allowing each olive variety to reach optimum ripeness without the threat of rain or frost. Heavy rain arrived in late October, delaying the start of harvest by a week with no effect on flavor. Now 20 years old, these mature trees are producing riper and more flavorful olives than ever before, regardless of weather conditions.

The Making

Once optimal ripeness was achieved, fruit was either handpicked in the Italian brucatura tradition or shaken into special nets. Each variety of olive was kept separate from harvesting through processing to allow all four oils to fully express themselves before any blending decisions occurred. Respecting certified extra virgin olive oil standards, the olives were milled within 24 hours of harvest, and the oil was never filtered or heated during the milling process. A master blending session was conducted during winter before the single-varietal oils were combined, resulting in a silky-smooth combination of 32% Frantoio, 28% Leccino, 20% Arbequina and 20% Pendolino. After resting in our cellars for four months, the 2016 vintage was bottled and hand-labeled by our winemaking staff.

Serving Suggestions

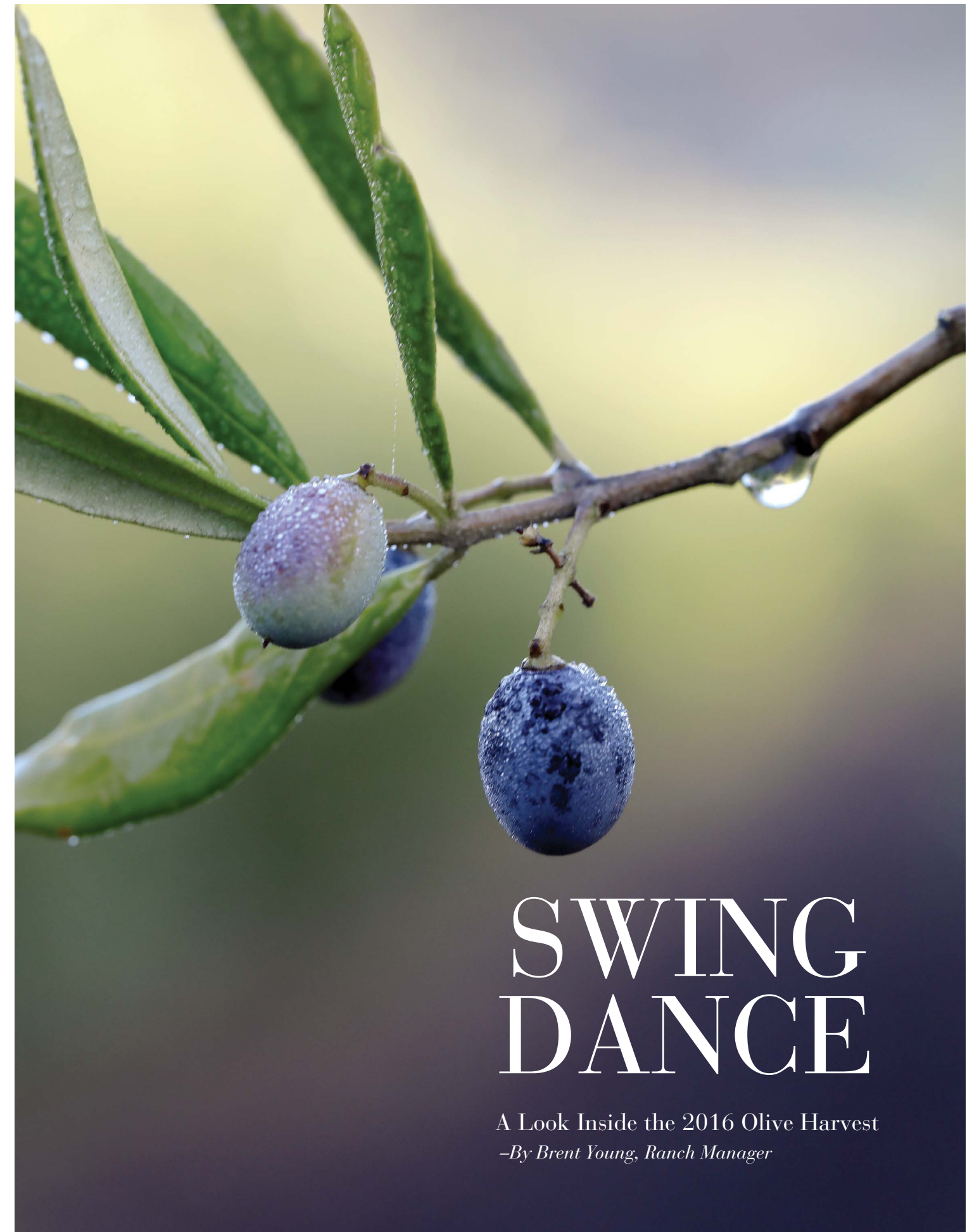
The smooth flavor of Jordan Estate Extra Virgin Olive Oil will enhance an endless array of appetizers, salads and entrées. Use this elegant finishing oil as a base for salad dressings, brush it on pizzas, fresh figs wrapped in prosciutto or drizzle over grilled fish with a squeeze of citrus. Store olive oil in a cool, dark place away from light and heat. Enjoy within 1-2 months to ensure freshness.

Availability

Exclusively at jordanwinery.com or at Jordan Estate. 500 cases produced.

\$29

jordanwinery.com/shop



SWING DANCE

A Look Inside the 2016 Olive Harvest

–By Brent Young, Ranch Manager



Growing olives is a long-term and low-yield proposition. Patience and passion are necessary to nurture these slow-growing trees through the decades and to accept their uneven crop levels. 2016 and 2015 will be remembered as harvests that couldn't have been more different.

After a weekend of heavy rain, our nineteenth harvest began under blue skies on November 1—exactly two months after the start of grape crush. The week of sunny, warm days that followed was exactly the kind of weather needed to dry the soils quickly, allowing us to pick our four varieties of olives at the desired ripeness. On the first day of harvest, workers armed with belly-bins moved slowly through our Arbequina trees, using the brucatura method of hand-pulling the plump fruit into buckets strapped to their chests. The rain-soaked grounds made it impossible to use electric combs and branch shakers to drop the olives into nets—a practice that makes no qualitative difference but takes half the time. But, by the second day of

harvest, the ground was dry enough to employ both harvesting techniques. When the last bin of Frantoio olives left for the mill on November 8, we'd picked more than 20 tons of purple- and pink-hued fruit.

Last year, we harvested 44 tons of olives from our three orchards, shattering any previous record at Jordan Estate. Those same trees produced only 12 tons of fruit in 2014. Chef Knoll was surprised at how much fruit the trees were able to bear in 2016 after carrying a record-breaking crop last season. Olive trees are alternate bearing—one vintage bigger and the next one smaller—but recent years of erratic shifts in yields have left us perplexed. Perhaps it's the

result of the trees reaching maturity. Maybe it's the drought. Or it's simply the unpredictability of how trees react to Mother Nature. The one constant is that the quality of the olives these trees are producing has never been better.

Twenty-one years have passed since Tom Jordan planted Tuscan variety olive trees—Frantoio, Leccino and Pendolino—on the hills surrounding Jordan Lake, and those trees are finally near full maturity and reaching optimal production. It will be another 10-plus years before the squatty Arbequinas enter their peak, and we're already thrilled with the round, buttery mid-palate the Spanish olive has brought to our blend. In the last three years, we've noticed that all four varieties of olives are riper and more flavorful than previous years and are flourishing through myriad weather conditions.

Moderate to cool weather prevailed throughout the 2016 growing season for olives, setting the stage for an average-sized harvest following the bumper 2015. After a much-needed, rainy winter, spring days were cool and sunny during flowering of the trees, which affected pollination, leading to less fruit formation. Apart from two weeks of cool, rainy weather in May, summer days were warm and moderate until an unseasonably cool August, which had no real effect on the smaller crop. After a

warm September with a few heat spikes, the olives began changing color in October and were ready to be harvested by the end of the month when the first fall rains arrived. Our biggest challenge of 2016 was the rain just before harvest; it was the fifth wettest October in California since 1895.

The main threat to olive quality is frost and heavy rain during harvest, and we haven't experienced below-freezing temperatures during November since 2010, allowing us to let each variety of olive ripen to its peak maturity in 2016. (The official Olive Maturity Index used by farmers ranks fruit ripeness from zero to seven.) We prefer to pick Arbequinas first at a lower ripeness of 1, which preserves the grassy and buttery flavors, as well as the polyphenols—one of the many health-protective antioxidants found in extra virgin olive oil. This year, we harvested Arbequinas at the optimal 1, followed immediately by Pendolino at maturity 7, where skin color is purple or black with all the flesh purple to the pit. Because Pendolino is a pollinator planted every few rows to pollinate the Frantoio and Leccino trees, only about two acres of Pendolino trees are planted. But those trees produced just more than 4 tons of olives in 2016 compared to Arbequina's 3.6 tons, and the 2016 Pendolino oil fresh from the press tasted ripe and round with a delicious brown-butter note. Leccino olives were

harvested next also at a maturity of 7, followed by the later ripening Frantoio at maturity index 5-6 (skin color all purple or black with half the flesh turning purple). The ripest olives yield the most oil, so our move toward a rounder style of extra virgin olive oil has also given our chef a few more bottles to use in the kitchen—and a few more cases for guest services staff to offer for purchase.

This year, we harvested and milled each olive variety separately for the first time, rather than combining the Tuscan varieties before pressing. This allowed Executive Chef Todd Knoll, the winemaking team and myself to analyze each Tuscan variety's flavors before creating the master blend in December. Initial tastings of each fresh-pressed extra virgin olive oil revealed the round, buttery palate we desire, but with less fresh-cut grass and peppery notes. During the master blending session, we discovered that using more Pendolino and less Leccino (compared to 2015) allowed us to create a 2016 Jordan Estate Extra Virgin Olive Oil with more depth of aroma and flavor than the 2015—a vintage which had no Pendolino oil in the blend. (Find our complete tasting notes on page 26.)

As spring arrives, these capricious trees are sprouting new leaves for a new vintage, and we're ready for the next swing.





JORDAN ESTATE REWARDS

Members reap the benefits of a wine country lifestyle

Celebrate the Sonoma way of life with our decadent loyalty program for members only. 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.

Three different membership levels and four types of rewards offer an array of epicurean experiences to tempt your palate, from private tastings and lunches on our terrace to private meals in our dining room, alfresco dinner parties and overnight stays in our luxurious lodging. 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.

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

MEMBERSHIP LEVELS

Silver

Members gain access to experiences that cannot be purchased by the public, such as private tastings, wine with charcuterie and harvest lunches, as well as discounts on select culinary 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, wine with charcuterie and harvest lunches, Gold members gain access to many 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 culinary 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 all rewards for our lowest price with the fewest points—from private tastings, harvest lunches and private formal meals to all culinary events and the ultimate getaway: overnight stays at Jordan Estate.

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

REWARD TYPES

PRIVATE TASTINGS

Indulge in memorable wine and food pairing experiences with delicious hors d'oeuvres by our Executive Chef Todd Knoll to complement multiple vintages of Jordan wines and Jordan 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

WINE & CHARCUTERIE TASTING

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

CHAMPAGNE & CAVIAR TASTING*

Silver: \$75 + 1,800 points
Gold: \$50 + 1,500 points
Platinum: \$50 + 1,200 points

** Also offered as an addition to any private meal or overnight stays.*

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: not available
Gold: \$50 + 2,000 points
Platinum: \$50 + 1,000 points

FORMAL LAVISH LUNCHEON

Silver: not available
Gold: \$100 + 2,000 points
Platinum: \$100 + 1,000 points

A DECADENT DINNER

Silver: not available
Gold: \$175 + 3,000 points
Platinum: \$175 + 2,000 points

CULINARY EVENTS

Enjoy convivial company with fellow wine lovers during family-style lunches and spectacular dinner parties hosted in our dining room or at one of our outdoor enclaves.

HARVEST LUNCH

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

OLIVE HARVEST CELEBRATION & LUNCH

Silver: \$95 + 3,000 points
Gold: \$75 + 2,000 points
Platinum: \$75 + 1,000 points

BASTILLE DAY DINNER

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

SUNSET SUPPER AT VISTA POINT

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

BOUNTY OF SONOMA COUNTY DINNER

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

VALENTINE'S DINNER

Silver: not available
Gold: \$175 + 3,000 points
Platinum: \$175 + 2,000 points

TASTE OF THE SEA SPRING DINNER

Silver: not available
Gold: \$175 + 3,000 points
Platinum: \$175 + 2,000 points



OVERNIGHT STAYS

Experience the height of Jordan hospitality with lodging in one of our opulent guest accommodations. Your stay includes a private tasting or tickets to select special events, complimentary round-trip transportation to Healdsburg for dinner and in-room 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: not available
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)

*** Private meals in the Jordan dining room or at select restaurants may be added.*



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. 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.

ALREADY A MEMBER?

See available rewards by accessing your member account online at jordanwinery.com/rewards/#login.

NOT A MEMBER?

Join today and receive 3,000 bonus points at jordanwinery.com/rewards.



Special Events

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 latest list, please visit jordanwinery.com/events.

Valentine's Dinner at Jordan
Healdsburg, CA
February 11, 2017

South Beach Wine & Food Festival
Miami Beach, FL
February 22-26, 2017

Platinum Member Release Party
Healdsburg, CA
April 1, 2017

Taste of the Sea Spring Dinner
Healdsburg, CA
April 8, 2017

Pebble Beach Food & Wine
Pebble Beach, CA
April 20-23, 2017

Spring Vineyard Hikes at Jordan
Healdsburg, CA
April 28, April 29 & May 18, 2017

Spring at Jordan
Healdsburg, CA
May 13, 2017

Nantucket Wine & Food Festival
Nantucket, MA
May 17-21, 2017

Kapalua Wine & Food Festival
Maui, HI
June 8-11, 2017

Food & Wine Classic in Aspen
Aspen, CO
June 16-18, 2017

Summer Vineyard Hikes at Jordan
Healdsburg, CA
June 17 & July 20, 2017

Bastille Day Dinner
Healdsburg, CA
July 14, 2017

Sunset Supper at Jordan Vista Point
Healdsburg, CA
July 29, 2017

Bounty of Sonoma County Dinner
Healdsburg, CA
August 12, 2017

Taste of Sonoma County
Healdsburg, CA
September 2-3, 2017

Chicago Gourmet
Chicago, IL
September 22-24, 2017

Santa Fe Wine & Chile Fiesta
Santa Fe, NM
September 27-October 1, 2017

Harvest Lunches at Jordan
Healdsburg, CA
September-October, 2017

Fall Vineyard Hike at Jordan
Healdsburg, CA
November 3, 2017

Olive Harvest Celebration & Lunch at Jordan
Healdsburg, CA
November 4, 2017

Christmas at Jordan
Healdsburg, CA
December 2, 2017





California Caviar

A New Taste of Jordan Hospitality

Caviar’s journey from Russia to Paris to California is as fascinating as its cultivation. Here’s how the luxurious delicacy found its wine country flair.



When Otto Szilagyi talks about sturgeon, he speaks not just of fish, but of magical creatures gifted with one of the world’s finest treasures. The American white sturgeon, he insists, is a marvel, capable of producing the glistening orbs in such nuances of textures and flavors that it’s edible poetry.

“The differences can be subtle, but excellent caviar tastes like butter,” says Szilagyi, vice president of sales for Northern California-based Tsar Nicoulai Caviar. “It’s firm, with larger eggs, and is creamy and rich, yet with a clean finish, like a breath of fresh ocean air.”

Born in Transylvania, Romania with its Black Sea and Beluga sturgeon, Szilagyi is an expert in the boutique delicacy that costs up to \$400 an ounce. And his is a familiar face at Jordan special events, as he has personally served Tsar Nicoulai caviars and gourmet roes at Spring at Jordan and Christmas at Jordan for many years. In his charmingly thick accent, he often recounts to our guests how, in early history, Beluga caviar was reserved strictly for Russian Czars, with sturgeon fishermen risking death if discovered to have kept any of the precious eggs. After the Czars fled Russia during the 1917 revolution, they smuggled caviar to Paris, shared the treasure with the wealthy, and began a tradition.

“I’ve never met anyone who cares so much about caviar, and shares such interesting stories about it,” John Jordan says. “We have long been pondering how to bring more of that excitement to the Jordan table.”

The solution was obvious. Now, Szilagyi is helping to bring the luxurious taste of artisanal American caviar to Jordan year-round with the new, custom-produced Tsar Nicoulai Jordan Chef’s Reserve Caviar.

Crafted in collaboration with Jordan Executive Chef Todd Knoll, this special caviar comes from white sturgeon raised at the Tsar Nicoulai farm near Sacramento, just a few hours from the winery. Then, it’s cured with Sonoma sea salt and Sonoma kombu seaweed, in an exclusive blend created by Chef Knoll.

“I wanted to elevate an already extraordinary caviar with our own wine country statement,” says Knoll, who was raised in Hawaii and often makes his own sea salts. “We plan to change the cure every few seasons, incorporating homemade salts from my travels plus other ingredients from Sonoma and beyond, all to celebrate the wine and caviar pairing experience.”

The foundation for this culinary partnership, apart from a long friendship, is the careful selection of a specific caviar for the chef’s cure. Tsar Nicoulai produces six grades of the cured sturgeon roe, ranging from Classic to Crown Jewel, and several gourmet roes, where the best is deep golden brown and infused with white Italian truffle.

Last fall, Szilagyi and Chef Knoll assembled Jordan and key members of the winery staff to taste through five caviar varieties and five infused roes, to choose the best that complements the Jordan Cuvée Champagne, as well as Jordan Chardonnay and Cabernet Sauvignon. “It was a rough day at the office,” Jordan says with a laugh.

“All the caviars were exceptional,” Jordan says. “But we were after the perfect texture, flavor and egg size to shine with our balanced wines.”

Of all the kinds of Tsar Nicoulai caviar, the Reserve was chosen for its supple pairing with both Champagne and still wines. Boasting a lovely dark brown to shimmering gray hue, the medium- to large- sized bead delivers sumptuous creaminess, a gentle pop on the tongue, and a smooth finish. Served straight

on a mother of pearl spoon, it releases just the slightest essence of salt that sparkles and melts in a creamy fizz against the Champagne bubbles, with subdued buttery notes to complement Jordan’s sophisticated, earthy Burgundy-style Chardonnay.

Perhaps most surprising, the Reserve caviar is delightful with red wine, too, boasting just a hint of briny kiss to play with the rich Bordeaux style of the Jordan Cabernet Sauvignon. It embraces the bold, ripe black cherry and blackberry flavors in younger Jordan vintages, but also the subtle aromas of dried cranberry, black tea and leather for library vintages. (Tasting notes on the wine pairings with Tsar Nicoulai’s infused roes are available at blog.jordanwinery.com.)

The salt level is very important, Szilagyi explains, since curing for six to eight weeks is what turns plain roe into caviar.

“We craft in the malossol style, which is a Russian word meaning ‘little salt,’” he says. “You should never actually taste the salt. Less than five percent salt is considered good caviar, while we use just 3-4 percent salt for exceptional caviar.”

This philosophy complements the Jordan approach to winemaking as well: less emphasis on oak and alcohol, allowing the elegant fruit and vibrant acidity in the wines to shine in harmony and balance.

A TIME HONORED CRAFT

While it takes four years to craft a bottle of Jordan Cabernet Sauvignon from bud break to bottle age before release—and roughly the same amount of time for a Jordan Cuvée Champagne—producing the fish eggs worthy of caviar designation takes even longer.

First, a white sturgeon needs to reach maturity, which takes seven to 10 years. Even then, the Tsar biologists have to biopsy each fish to determine the quality of the roe. Over the years, the quality improves, so if the eggs aren’t yet premium Tsar level, the fish will be placed back in the water, waiting for another one to three years to produce eggs again.





Because it takes a big fish to harvest a practical amount of caviar, it's little wonder the eggs are such a delicacy. Tsar fish, basking in the temperate California climates, produce nearly double the amount of eggs farmed in other parts of the country, yet even then, it's a 10 to 14 percent weight-to-egg ratio. Translation: a 60-pound Tsar sturgeon offers just about ten pounds of roe.

Getting those eggs is another delicate task. A harvester gently massages the egg sac, depositing the roe in a steel tub. He or she then gently washes the eggs, sprinkles in just a soupçon of salt, and carefully mixes by hand.

Finally, after resting for six to eight weeks, the lovingly curated caviar is ready to be savored. To keep it pristine, it should be presented in a small porcelain dish nestled on a bed of crushed ice. It can be enjoyed with classic blini, small bites of toasted brioche, or straight from a mother of pearl or even a plastic spoon—just never use a silver, steel or bronze spoon, since caviar may oxidize when exposed to metals and take on a bitter, metallic taste.

"We have enjoyed learning how caviar farming has evolved through history, and how we can support the farming of this rare delicacy right here in Northern California," Jordan says.

Indeed, caviar has been an American institution for about 150 years, even before becoming popular in France. As far back as the late 1800s, the United States had established a thriving industry where caviar was so abundant that bars served it free, like peanuts.

Unfortunately, heavy fishing severely depleted the U.S. and international sturgeon population, and today, wild caviar is illegal around the world. Instead, the prized fish now reside in farms such as the Tsar Nicoulai ponds in Wilton of Sacramento County, California.

The huge, round, watery accommodations are shaded by water duckweed, feed is 100 percent ocean- and plant-based, and the fish are hand-raised from tiny hatchlings to adults. The love shows: internationally reported blind taste tests, media reviews and celebrity chef endorsements attest that homegrown caviar rivals the wild species for flavor.



CHAMPAGNE & CAVIAR EXPERIENCES AT JORDAN

Jordan Estate Rewards members can indulge in the Jordan Chef's Reserve Caviar with our new Champagne & Caviar Tasting, which is available upon request to Silver, Gold and Platinum members. It is also offered as an additional accompaniment to private meals or overnight stays. Both the Jordan Chef's Reserve Caviar and Jordan Cuvée Champagne by AR Lenoble officially debut at Spring at Jordan and are sure to become a featured pairing at other culinary events.

During the Champagne & Caviar Tasting, guests will sample Tsar's premium Jordan Chef's Reserve Caviar with the chef's homemade blinis and accoutrements, alongside current release Russian River Valley Chardonnay and Alexander Valley Cabernet Sauvignon, plus an older vintage Cabernet Sauvignon and the Jordan Cuvée—the latter of which is a non-vintage brut that has been aged four years on its lees to create a rich, flavorful Champagne. Hosts will discuss what international royalty has long known: carefully selected, superb caviar pairs marvelously with fine Champagne, but also white and even red wines.

In addition to enjoying this delicacy at the winery, customers can purchase Jordan Chef's Reserve Caviar on Tsar Nicoulai's website (\$135). Visit Chef's Products at jordanwinery.com/culinary for details.

Chateau Boutique



1



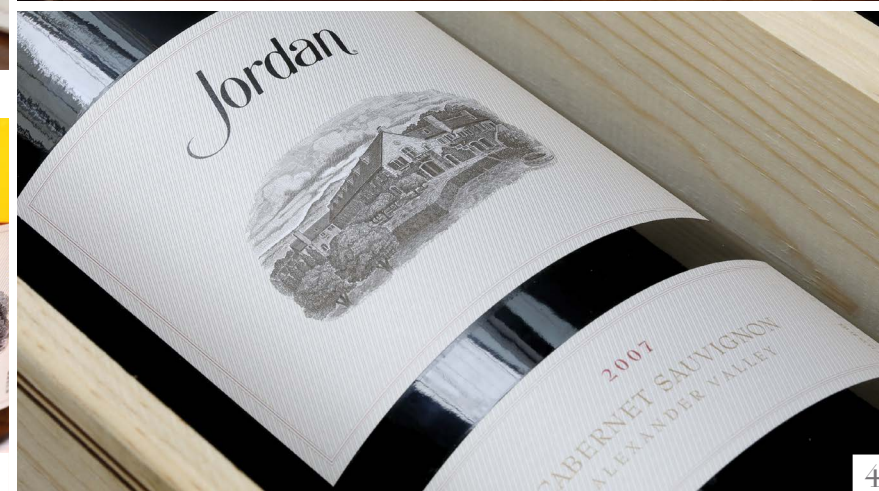
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To order pictured items, please call 800.654.1213.

- a** Laguiole Champagne Saber \$169
- b** Jordan Cuvée Bouchon \$12
- c** Jordan Engraved Riedel Glasses
Champagne glass \$29
Burgundy glass \$24
Bordeaux glass \$29
- d** Ceramic Olive Oil Dipping Dish \$24
- e** European Flax Linen Napkins
Set of 2 \$34
Available in slate gray or antique rose
- f** Floral Motif Aluminum Trays
Set of 3 \$168
- g** Marble Cheese Board \$45

All wines available at jordanwinery.com/shop. For additional vintages, please call 800.654.1213. All prices effective through December 31, 2017, or until sold out.



7

8

- 1** 2015 Chardonnay & 2013 Cabernet Sauvignon in Wood Box
This gift box combines a feminine vintage of alluring finesse with a masculine one of seductive structure.
\$97 (2 bottles) • \$289 (6 bottles)
- 2** 2009 Jordan Cabernet Sauvignon 3L in Wood Box
Like a great symphony, 2009 Jordan Cabernet Sauvignon hits all the right notes. A stellar vintage in large format.
\$700 (3L)
- 3** 2009-2010-2011 Chardonnay in Wood Box
The 2009, 2010 and 2011 collection offers three cool-climate vintages, each with their own personalities, that all share the charms of a mature, Burgundian-style white wine.
\$115 (3 bottles)
- 4** 2007 Cabernet Sauvignon 6L in Wood Box
This wine's blackberry core is seamlessly woven with silky tannins, balanced acidity, and notes of vanilla bean and cedar box. A top vintage of the decade worthy of the splurge.
\$1,600 (6L)
- 5** 2009-2011-2013 Cabernet Sauvignon in Wood Box
This six-bottle gift box is the ultimate comparison of three dramatically different vintages that all share Jordan's signature style.
\$378 (6 bottles)
- 6** 2011 Cabernet Sauvignon Magnum in Wood Box
Superb vineyard sites allowed us to craft a beautiful 2011 Cabernet Sauvignon defined by red fruit flavors, smooth tannins, and hints of herbs and spice.
\$199 (1.5L)
- 7** 2005-2006-2007 Cabernet Sauvignon Vertical in Wood Box
Aged in our cellars for optimal maturing, these three vintages are known for their intense fruit flavors, silky tannin and structured backbones—vintages built to last.
\$574 (6 bottles) • \$1,148 (12 bottles)
- 8** 2016 Estate Extra Virgin Olive Oil
The 2016 Jordan Estate Extra Virgin Olive Oil's round, buttery mid-palate has a kiss of pepper and bitterness on the finish—quintessential attributes in high-quality olive oils.
\$29 (375mL bottle)

In compliance with state laws, we currently ship wine to the following states: AK, AZ, CA, CO, CT (LIC #LSW.0000244), DC, FL, GA, HI, ID, IL, IA, KS, ME, MD, MA, MI, MN, MO, MT, NE, NV, NH, NM, NY, NC, ND, OR, PA, SC, SS, TN, TX, VT, VA, WA (LIC #365415), WV, WI.



Buckwheat Blini

with Jordan Chef's Reserve Caviar

Adapted from Chef Gary Danko's famous recipe, these buckwheat blinis are easy to make at home for a luxurious hors d'oeuvre. The complex flavor and natural rise, combined with the addition of egg whites and butter, further elevates the classic pairing of caviar and Champagne. Iron blini pans brushed with golden melted butter are traditionally used, but we have found nonstick Swedish pancake pans work well and are much easier to care for.

INGREDIENTS:

½ cup all-purpose flour
½ Tbsp sugar
½ Tbsp active dry yeast
1 cup + 2 Tbsp lukewarm milk, warmed to 98°
½ cup buckwheat flour
1 tsp salt

INSTRUCTIONS:

Sift the all-purpose flour and sugar into a small bowl. Add the yeast, then ½ cup lukewarm milk and whisk until smooth.

In a separate bowl, combine the buckwheat flour and salt. Add the egg yolk and remaining milk; whisk until smooth.

Cover both bowls with plastic wrap. Set aside at room temperature for 1-4 hours.

After resting, whisk together the yeast mixture and buckwheat mixture.

Whisk the egg white in a small bowl until soft peaks form, then transfer to the batter bowl. In the used egg white bowl, add heavy cream and whip until soft peaks form. Transfer to the batter bowl and gently fold in the egg white and cream with the batter.

1 large egg, separated
2 Tbsp heavy cream
¼ cup clarified butter, melted
1 Tbsp chives, chopped
1 Tbsp red onion, finely diced
2 Tbsp crème fraîche
1 oz Jordan Chef's Reserve Caviar

Cover the bowl with plastic wrap and set aside at room temperature for 1 hour. You may allow the batter to rest longer (up to 24 hours), where the batter will develop more concentrated flavors, and blinis will cook crisper.

Pour melted butter into a non-stick Swedish pancake pan (or small skillet) over medium-high heat. Drop ½ Tbsp of batter into the pan and spread to form the ideal size of blini (2-inches is recommended). Cook until golden brown (about 10 seconds), then turn and cook until the other side is golden brown. Remove from the oil and place on a paper towel lined plate to cool. Repeat through the remaining batter.

Top each blini with a dollop of crème fraîche, a small spoonful of Jordan Chef's Reserve Caviar and additional garnishes as desired.

..... Serves 6

Red Abalone Tiradito

INGREDIENTS:

12 live, small farmed abalone
(approximately five per pound)*
1 cup fresh lime juice or yuzu, if available
2 cloves Korean black garlic
(elephant garlic may be substituted)
1½ tsp sea salt

For the Salsa:

1 Tbsp fermented black beans, minced
2 Tbsp cilantro, minced
½ serrano chili, seeded and minced
2 Tbsp red bell pepper, roasted and finely diced
2 tsp parsley, minced
½ rib celery, peeled and finely diced
¼ cup Jordan Extra Virgin Olive Oil
Fresh serrano chili and cilantro sprigs for garnish

*Abalone available online from Giovanni's Fish Market & Galley out of Morro Bay (giovannifishmarket.com).
Fresh squid makes a great alternative to the abalone.

INSTRUCTIONS:

Rinse abalone and remove from shell. An oyster knife works well on small abalone. Reserve shell. Cut top or "neck" off and discard. Trim all black fringe from abalone and discard, rinse again. With a paring knife, remove as much skin as possible. Carefully slice cleaned abalone in half. Tenderize abalone by pounding with a mallet or with the side of a heavy cleaver. Scrub shells, pat dry and reserve under refrigeration until service.

In a nonreactive bowl, combine lime juice, garlic, sea salt and abalone slices. Marinate for 25 minutes.

While the abalone are marinating, prepare salsa. Combine black beans, cilantro, chili, bell pepper, parsley, celery and olive oil. Season to taste.

To plate, arrange two slices of abalone at the shallow end of the shell. Spoon salsa over and garnish with a slice of fresh chili and a sprig of cilantro.

..... Serves 6



What's New in Healdsburg



New York City has nothing on Healdsburg. Sure, the Big Apple is about 2,000 times the size of our little city, but H'burg—as we locals call it—has new bars and restaurants opening (almost) just as frequently. Since our last issue of *Estate Tales*, a number of new can't-miss establishments have burst onto the local scene, while a number of stalwarts have added new offerings. Here, in no particular order, are some of the latest food and beverage finds we think you should put on your Healdsburg to-do list.

DUKE'S SPIRITED COCKTAILS

Artisan craft cocktails are more popular than ever, and Duke's, which opened last summer in the old John & Zeke's space on the Healdsburg plaza, is the most popular place to sip for locals and tourists alike. The bar is helmed by three Spoonbar! alums (Laura Sanfilippo, Tara Heffernon, and Steve Maduro), and the menu is chock-full of cocktails made with garden ingredients grown by Sanfilippo and Heffernon. Perhaps the biggest attraction is cocktails on draught, which have a touch of spritz and seasonal ingredients. The only downside to Duke's: On weekend nights, it can be difficult to get in (seriously). drinkatdukes.com

GEYSERVILLE GUN CLUB

Devotees of Diavola, Geyserville's famous pizza place, always complained about not having enough to do while they waited for tables. They now have an entire playroom in the Geyserville Gun Club, which opened last March. The eclectic bar, owned by Diavola chef Dino Buciga, sits just three doors north, and boasts a swanky city-meets-country vibe that draws as many farmers as it does tourists. Gun Club specializes in craft cocktails made from boutique spirits and even has Negronis on tap. Not surprisingly, "GGC" has great food, too, including lumpia and, of course, cold pizza—all made by Buciga and served through a window between the two kitchens. The best part? If you go when you're waiting for a table at Diavola, the hostess will call the bar when your name is up. geyservillegunclub.com

FLO

The name of this bar stands for "For Locals Only," but visitors to downtown Healdsburg certainly are welcome, too. The vibe here is downscale—it's the perfect place to unwind after a bike tour in the Dry Creek Valley or to escape and watch a big-time sporting event on TV. The menu comprises exclusively wine, cider and beer, and there usually are eight different regional beers on tap. The big draw? The spacious open-air patio, where you can hear live music on weekends and play rollicking games of bar trivia during the week. Basic munchies such as peanuts and popcorn also are available. Open since 2015. facebook.com/flohealdsburg

SONOMA CIDER TAPROOM

For the last few years, the only way to sample Healdsburg-made Sonoma Cider was to find it at local bars or buy it at Big John's. In October, however, the company opened a taproom one block south of the Healdsburg plaza, in the same shopping center as FLO behind the Parish Café. The taproom boasts 25 taps in all, and will pour micro-releases, experimental batches and exclusive flavors from Sonoma Cider, as well as additional artisanal ciders from around the world. A menu of approachable fare in the form of small snacks and shareable plates also is available. sonomacider.com

Visit the Out & About section at blog.jordanwinery.com for the latest Healdsburg news.



Clockwise from top left: Mateo's Cocina Latina "Market Breakfast;" Kyle and Katina Connaughton of Single Thread Farms; a sampling of ciders from the Sonoma Cider Taproom; Lukka Feldman mixing a drink behind the bar at Barndiva's Gallery Bar + Bistro.

NEW CHEF AT DRY CREEK KITCHEN

There's a new executive chef at the Hotel Healdsburg's Dry Creek Kitchen, and he's a familiar face to owner (and celebrity chef) Charlie Palmer. The new chef, Scott Romano, started his career in New York at Aureole, Palmer's flagship restaurant, back in 1997, and the two have been friends ever since. Romano was most recently executive chef at Charlie Palmer at the Joule in Dallas. To celebrate their long connection, Romano and Palmer have collaborated on a special menu of "Reflective Cooking" that comprises dishes to remind them of years and times past. Highlights include seared quail with corn and sweetbread pudding, and veal chop with sautéed foie gras, orange-cooked carrots and potato-parsnip purée. drycreekkitchen.com

BARNDIVA ADDS BISTRO

For years, Studio Barndiva—just north of Barndiva restaurant on Center Street—has been an art gallery by day and private event venue by night. Last June, Barndiva owners decided to

bring daily dining service to the eclectic space and renamed it The Gallery Bar + Bistro. Think of the new iteration as an informal version of the restaurant next door, a nod to the environment of a public house with artisanal cocktails and a classic French bistro menu by Barndiva Chef Ryan Fancher's cuisine, a French Laundry alumnus. Be sure to ask about the new Somm's Table. It's a curated wine shop by day, and in the evenings, when not being used for winemaker dinners, the space can be booked for up to ten diners as a wine pairing chef's table. barndiva.com/studio

BREAKFAST AT MATEO'S

Back in the days when Mateo Granados operated a food truck at the local farmers' market, hungry shoppers would line up by the dozens for his legendary farm-fresh breakfasts. Earlier this summer, Granados brought back those breakfasts—this time to his Healdsburg Avenue restaurant, Mateo's Cocina Latina. The "Market Breakfast" is available only on weekends, and comprises different items every week,

depending on what's available. Produce from local spots such as MIX Garden, Ridgeview Farms, and Soda Rock Farm are mainstays on the list. Be sure to try Granados' hot sauces with your meal. mateoscocinalatina.com

SINGLE THREAD FARMS

For more than a year, locals (and foodies across the country) eagerly awaited the opening of Single Thread Farms Restaurant & Inn, which hosted its first guests in December. As we reported last issue, the restaurant experience 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-site. The menu is heavily influenced by chef Kyle Connaughton's work with French chef Michel Bras in Japan, revolving around fresh produce grown by his wife, Katina, and her team at the couple's property nearby. Expected to be the most talked-about opening of the year, Single Thread has already been nominated for a James Beard Award. singlethreadfarms.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 tours and tastings with food pairings year-round, as well as the Estate Tour & Tasting excursion during summer and fall and a festive Holiday Tour & Tasting in December. Advance reservations are required due to the intimacy of the experiences.

Book your reservation online at jordanwinery.com/visit or call 800.654.1213.

VISIT

LIBRARY TASTING

\$30 per guest, 1 hour
\$40 per guest for parties of 9-12
Mon-Sun: 10:00 AM, 2:00 PM
(Closed Sundays December through March)

Discover the winery chateau with a seated tasting in our cellar room. The Jordan history and winemaking philosophy comes to life through an intimate tasting of our current release Chardonnay and Cabernet Sauvignon complemented by an hors d'oeuvre pairing from our chef. You'll also be treated to a special selection of an older vintage Cabernet Sauvignon and our Estate Extra Virgin Olive Oil, paired with artisan cheeses.



WINERY TOUR & LIBRARY TASTING

\$40 per guest, 1 hour 30 minutes
\$50 per guest for parties of 9-12
Mon-Sun: 11:00 AM
(Closed Sundays December through March)

Explore the architectural splendor of Jordan's iconic winery chateau. Walk the cobblestone terrace overlooking the estate garden and vineyards and pass towering oak tanks before a seated tasting in our cellar room. Along your guided journey, you'll sample our latest Chardonnay and Cabernet Sauvignon with hors d'oeuvre pairings by our chef. Also includes an older vintage Cabernet Sauvignon, Jordan Estate Extra Virgin Olive Oil and artisan cheeses.



ESTATE TOUR & TASTING

\$120 per guest, 3 hours
Thurs-Mon: 9:45 AM
(Weather permitting; May through October)

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, enjoying tastings of our current release Chardonnay and Cabernet Sauvignon, special vintage selections, Jordan Estate Extra Virgin Olive Oil and an array of delicacies from our chef. It's the ultimate inside look at Jordan Estate.



HOLIDAY TOUR & TASTING

\$60 per guest, 1 hour 30 minutes
Tues-Fri: 2:00 PM
(Set dates between December 5 and 15)

After a holiday toast with Jordan Cuvée Champagne by AR Lenoble, walk amongst the historic oak tanks before a seated tasting by the fireplace in our festively decorated dining room. Along your guided journey, you'll sample current release Chardonnay and Cabernet Sauvignon with hors d'oeuvre pairings by our chef. You'll also be treated to an older vintage Cabernet Sauvignon, Jordan Estate Extra Virgin Olive Oil, artisan cheeses, homemade cookies and TCHO hot cocoa.



All Tour & Tasting experiences include seated tastings with seasonal food and wine pairings. Prices are subject to California sales tax.



Jordan[®]

JORDAN VINEYARD & WINERY

1474 Alexander Valley Road • Healdsburg, CA 95448

800.654.1213 | info@jordanwinery.com

We welcome guests for Tours & Tastings by appointment.