

Jordan

WINE COUNTRY TABLE

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TREASURE HUNT
FORAGING AT
JORDAN ESTATE

GO WITH THE FLOW
BEEHIVES FIND NEW
HOME AT JORDAN

A DIAMOND YEAR
JORDAN ESTATE REWARDS
CELEBRATES 10TH ANNIVERSARY



One doesn't have to live in Wine Country long to realize that nearly everything grows here (especially those with allergies like me). The diversity of flora and fauna native to the region sets it apart as a culinary travel destination.

Recently, chefs have been looking beyond the garden rows to find inspiration and ingredients. They hunt deep in Sonoma County's wooded back country, foraging for wild herbs, berries and fungi, and return to their kitchens to capture a snapshot of Sonoma's natural beauty on a plate. The concept of fresh and local has become more personal and even more connected to our land.

In this issue, we celebrate the art of foraging, as well as the beauty and health benefits of natural foods. With more than three-quarters of the property dedicated to natural habitat, Jordan Estate has become a foraging playground for our chef, hospitality director and friends at Healdsburg's best restaurants, and the following pages share those stories. Jordan's culinary power couple, Todd and Nitsa Knoll, take us on a hunt across the property to discover foraged foods and flowers. The newest Jordan residents—half a million honeybees—can also attest to the bountiful diet this bucolic corner of the county provides.

We are also celebrating ten years of Jordan Estate Rewards in 2018. This unique loyalty program allows customers to accrue points for access to

exclusive food and wine experiences and luxury lodging at Jordan Estate. During this diamond anniversary year, we're excited to offer several new member benefits for our most loyal customers, featured on page 14, as well as new wine offers and gourmet products beginning on page 36.

This passion for sharing food, wine and hospitality with our fans led us to create a new website last summer, Wine Country Table. On the 10th anniversary of our most ambitious hospitality project in the winery's history, it only seems fitting that the *Estate Tales* magazine is reborn with a new name, *Wine Country Table*. Sharing the art of entertaining and all the little details that go into culinary hospitality are the reasons we created this publication for our readers.

Welcome to our table, and thank you for bringing Jordan to yours.

Sincerely,

John Jordan
CEO

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*a taste of sonoma
food, wine & travel*

FROM THE STAFF AT *Jordan* VINEYARD + WINERY

Subscribe to our bi-weekly newsletter at winecountrytable.com.

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



Spring. A season for hope. A season where the past is forgotten. It is a time of promise for a new vintage. 2018 is especially exciting, as we trust that Mother Nature will return to a bit of normalcy compared to last year. 2017 was a year of records: record winter rain, record summer heat and record wind in October that fueled record fires on the North Coast. Each vintage brings promise, and despite the crazy weather we experienced in 2017, both our chardonnay and cabernet are impressing our winemaking team with fruit intensity and a structure that seems to defy memory of weather conditions that were anything but moderate. I am sure site selection of our vineyard sources has a lot to do with it. But one of the shining events of 2017 is that the abundant winter rain refilled our reservoirs. That is a positive in any year. With ample water reserves carrying over into 2018, our mood is sanguine with the hope that our Mediterranean climate nurtures the next vintage into another classic.

This year, we release the 2014 Jordan Cabernet Sauvignon and 2016 Chardonnay—two vintages that share even numbers, but the conditions of the vintages could not be more different. While 2014 enjoyed dry, warm weather most of the year and a plentiful crop, 2016 experienced a mild winter, an early budbreak, a slightly below-normal crop size, no significant heat spikes and an early finish to the harvest. The 2014 Jordan Cabernet Sauvignon is the third in a string of simply incredible vintages: 2012-2013-2014 may be the best trio in a century.

The 2014 has simply stunning fruit with layer upon layer of blackberry, black cherry and cassis. The wine's structure is a reflection of the impact of our increase in French oak and how it beautifully refines and lengthens the finish of our wine. For Jordan Chardonnay, the 2016 is reminiscent of the 2015—vibrant and precise upon release, taking a cue from the cooler climate of Chablis. The beguiling aroma of citrus blossoms leads to succulent flavors of lemon peel and crisp pears with a firm structure of acidity. This wine will delight any chef who desires a pairing of seductive flavors.

As we look to a new year of exciting opportunities, we also are reminded of how established family wineries continue to become rarer in the wine industry. It brings me great pleasure to look back at how Jordan has evolved, especially under the direction of John Jordan. All of us are so blessed to be able to pursue our passion and to continue to be inspired to improve every part of our craft. I hope you agree when you sample our new releases. Swirl, sniff, sip, exhale and don't forget to smile.

Cheers,

Rob Davis

Rob Davis
Winemaker



CRAZY GOOD

If pressure and heat are required to make a diamond, 2017 is a real gem.

By Rob Davis

Often I am asked how one vintage compares itself to another. But just like the offspring in a family, each child is different, and that is definitely the case with the 2017 growing season. Winemakers and winegrowers find descriptors, such as “challenging,” “unique” or “Mother Nature at her best,” but this year, without exception, the word used time and time again was “crazy.” So many records were broken this year, as noted in my welcome letter on page 7. But if “crazy” was the collective sigh, this season was also met with mutual admiration by all on how resilient grapevines can demonstrate their beauty under considerable adversity.

Like returning to one’s time zone after a long international flight, spring 2017 was a return to normalcy. Five years of drought came to an end. Reservoirs were full. The water table had recovered. And what was really nice to see was the arrival of budbreak in mid-March (not February). Finally Mother Nature, dare I say it, was behaving normally again.

Cover crop was knee-deep due to all the moisture in the ground. Tractors actually had to wait until the soil dried up enough to mow the high grass between vineyard rows.

April showers were plentiful, and half-way through spring, May flowering of the grapevines began—three weeks later than the last few vintages. So far so good. Bloom conditions were normal with some light wind, allowing an average-sized crop of grape clusters to form on Russian River Valley chardonnay. And in Alexander Valley, malbec, merlot and petit verdot were beginning to flower. Unseasonable rain returned toward the end of May when later maturing cabernet sauvignon grapes were still flowering, which caused some shatter on the clusters.

But then, like lightning striking a house, the weather jolted us awake with an abrupt shift. Three heat spikes hit Sonoma County in June and July, bringing hot days with temperatures either in the mid-90s or well above 100. News reports called it the worst heat wave in a decade. Over Father’s Day weekend, clusters were seizing up, and

the vines maintained small clusters without much increase in berry weight. Cluster weights at harvest were the lowest on record—many vineyard blocks averaging 30 percent less than normal. In order to protect the fruit, leafing of the canopy was delayed so that the additional shade would cool the fruit. Irrigation can partly help a vine to weather the swelter, but once temperatures exceed 95 degrees, the grapevine’s respiration shuts down to reduce water loss, and the vine can only recover the following morning under cooler weather when the roots can draw water from the soil. We monitored irrigation cycles closely with weather stations, soil and vine sensors and good, ol’ fashioned boots on the ground.

These swings in temperature continued into July, just as veraison—the onset of ripening, when red grapes change from green to purplish-red and sugars begin to rise—was underway in the vineyards. (Veraison began the third week of July—a few weeks later than in recent years.) During veraison, temperatures are critical to achieving cluster maturity. Too much heat, and the vine will abort the fruit. Sunburn was also a concern, particularly for chardonnay due to its fragile skins. There’s no SPF 50 to prevent the grapes from getting too much of a tan. Having the right trellis for the grapes was key—too much shading of fruit, and the varieties express less maturity; too little and the varieties express less flavor concentration due to sunburn of the skins. Fortunately, August days were mostly cool with ideal foggy mornings, and night temperatures dipped into the mid-50s.

The 2017 Sonoma County grape harvest kicked off at Jordan Winery on August 30 with Russian River Valley chardonnay, and then Mother Nature smacked California’s North Coast with another record heat wave over Labor Day weekend. Hotels in San Francisco were at capacity with residents seeking air-conditioned rooms. I can’t remember a hotter weekend in September, and I’ve lived in Northern California my entire life.

Although Healdsburg did not break its record of 116 degrees, set in 1972 (the year Jordan Winery was founded)—temperatures hovered at 108-114 degrees in Alexander Valley.

The vines were simply just trying to survive by keeping water loss to a minimum. Sugars climbed in the fruit, but this was only due to dehydration. Irrigation was plentiful but only useful when the temperatures dropped at night so the vines



Manuel Lemus, who has worked in the Jordan vineyards for 37 years, removes damaged petit verdot clusters after the Labor Day weekend heat wave.

could pull water back into its clusters. Within a few days, sugar levels returned to pre-heat levels as clusters had time to rehydrate.

The most significant impact the heat wave had on the Jordan Chardonnay grapes was quantity—the clusters were small, about 25 percent below normal weight—attributable to the heat wave in mid-June when the berries were forming. Additional clusters were lost when the stressed vines aborted some of the fruit during the Labor Day heat wave. Juice yields were about 10 percent off normal, but more importantly, the flavors were clean, showing no ill effects of sunburn—bright aromas and crisp flavors of apple, pear and peach.

In the Alexander Valley where our Bordeaux grape varieties are grown, including cabernet sauvignon, merlot, petit verdot, malbec and cabernet franc, we also irrigated our estate vineyard blocks to keep the grapevines hydrated and asked our grape growers to do the same. This minimized the possibility of the grapes shriveling. Due to our decision not to leaf the red grapes, the afternoon shade cover kept sunburn of Bordeaux varieties to a minimum. The exception was our estate petit verdot, and a couple other blocks that are more vulnerable to heat stress because of shallow soils. These blocks required the fruit to be removed by hand, known as “thinning.” Not one block came in with an excess of fruit. Most blocks averaged 10-30 percent lower than a normal year.

Once fruit began arriving at the winery and tanks were pressed, we evaluated each lot after malolactic fermentation. The consensus of the 2017 vintage?

Amazement! Our winemaking team was truly impressed with how opulent the wine lots showed—like holding a black cherry in the strong palm of a veteran farmer. This was not what we expected. We looked at each other, shook our heads, smiled and said, “This is crazy good!”

As the last truck of grapes arrived at the crush pad on October 7, our team of seasoned cellar workers and interns cheered in celebration. We all agreed to greet our families with some well deserved rest the following Sunday. But instead of being awakened in the middle of the night by grape gondolas rattling down roads, we were roused out of bed by first responders fighting pockets of wildfires throughout Napa, Sonoma and Mendocino counties. Because all of our grapes were harvested and fermenting in stainless steel tanks before the firestorm began, the 2017 Jordan wines were not impacted by the wildfires. Fortunately, 90 percent of the harvest throughout the North Coast was completed.

2017 is a hallmark of nature’s ability to display its many faceted moods. It’s also a testament to the resilience and hardiness of grapevines during extreme weather and to the determination and skill of winemaker and winegrower working together to make the best out of a difficult situation. And for the wines to demonstrate such intensity and strength is just another example of how each year—each vintage is truly *sui generis*—unique in its own way. But ask any vintner about 2017, and mark my words, he or she will say, (hopefully in a polite way): “2017?! Crazy!” And in four more years when you taste the wine, we hope you will say, “Ah, 2017. This is crazy good!”

Rob Davis has been winemaker at Jordan since the inaugural 1976 vintage.



What's TRENDING?



Launched last summer, **Wine Country Table**, the newest blog from Jordan Winery, features food pairing, home entertaining and travel advice, as well as cooking videos. Subscribe to our bi-weekly newsletter at winecountrytable.com.



The first harvest of **Jordan Estate honey** will take place in spring 2018. Taste it on the Jordan Estate Tour & Tasting and seasonal Vineyard Hikes.



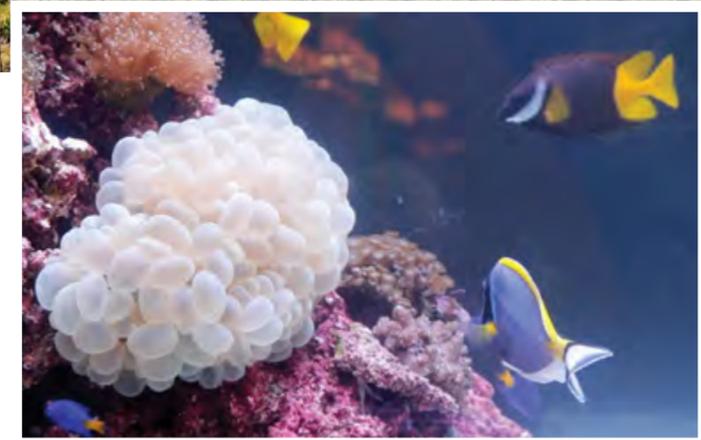
After two successful years of **Vineyard Hikes**, Jordan is expanding its hiking adventures to eight in 2018, including new afternoon hikes in summer. See Events Calendar on page 52 for details.

The **Jordan Estate Tour & Tasting** won Best Vineyard Experience in American Airlines' 2017 **Celebrated Living Platinum List Awards**.

For the fifth year in a row, **TripAdvisor** awarded Jordan with the **Certificate of Excellence Award**.

Jordan Winery is one of only two wineries featured in the **Top 20+ Wine Instagrammers** to follow by Social Vignerons. Follow [@jordanwinery](https://www.instagram.com/jordanwinery).

In celebration of the **Jordan Estate Reward's 10th Anniversary**, an extravagant dinner party will be hosted on **May 19** in lieu of the annual Spring at Jordan event. Learn more about other anniversary promotions on page 14.



Jordan debuted a new **Holiday Gift Guide website**, featuring convenient shopping for wine gift boxes, build-your-own wine gifts and more. A second gift guide will be launched this summer for convenient gifting year-round. Visit jordanwinery.com/shop for details.

John Jordan and **The John Jordan Foundation** were recently featured on the popular exotic fish aquarium design television show, "**Tanked**." Visit animalplanet.com to watch the full episode.



Jordan's winemaking staff took it "Despacito" on the bottling line in last July with a parody music video, "**Despacito Embotellado**," which garnered international press coverage. Visit jordanwinery.com/press for details.

Understanding CALIFORNIA WILDFIRES



Smoke lingers in the air east of Jordan Vista Point on October 13, 2017.

The wildfires that scorched parts of Wine Country in October 2017 made international headlines. Though Jordan Winery and the Healdsburg area were unscathed, lives were lost, and thousands of homes and a winery were destroyed in and around Santa Rosa, the region's largest city.

While the fires were tragic, it's important to remember that fire is a natural occurrence in the wild. Many forests cannot sustain themselves without experiencing a wildfire. Forests need canopy fires to regenerate, as trees are adapted to only produce seeds following a major fire event. Without those flames, some plants would disappear. Fires also replenish nutrients in watersheds and food sources along streams. It resets the clock on the ecosystem, allowing it to thrive for another 200 years.

Since the last large-scale fire event near Santa Rosa in 1964, the wooded valleys of Napa and Sonoma counties have become more densely populated. Fire is a risk that many Californians have been willing to accept to live in this beautiful, tree-filled corner of the planet. We just never expected the fires would march into Wine Country's biggest city.

The national media painted a grim picture, and the losses are heartbreaking. However, it's important to point out that while 199,000 acres in Napa, Sonoma, and Mendocino counties burned, only 1,500 of those were vineyards—about two percent of Wine Country's grapevines. Vineyards, with their linear rows of relatively low-lying plants with water-dense leaves due to irrigation, act as natural firebreaks.

As the community recovers from the wildfires, we appreciate every visitor who comes to Wine Country to stay in our hotels, dine in our restaurants and taste our wines. Showing the world how beautiful the vast majority of Wine Country still is helps our economy recover too.

Learn more about how Jordan Winery is helping wildfire victims—and how you can join the cause—under the What's New section at blog.jordanwinery.com.

A DIAMOND CELEBRATION



Jordan Estate Rewards 10th anniversary brings new member benefits year-round



This year marks the 10th anniversary of Jordan Estate Rewards, Jordan Winery's culinary-focused loyalty program. To celebrate, Jordan is offering several special benefits and exclusive events for members throughout 2018. Every month of the calendar year features special offerings for our most loyal members. From complimentary wine tastings, overnight stay offers and shipping discounts to new events and photo contests on social media, the membership perks are sure to have you ready to pack your bags for a luxurious visit to Jordan Estate.

Offerings vary based on membership level and will be announced in our e-newsletter and on the Jordan Winery blog. Here are a few of the highlights.

CONTESTS

Connect with us on social media. Our favorite Facebook fan photo wins a special gift each month, from a linen Jordan apron and Riedel decanter to a beautiful rosewood salad bowl and a Champagne saber.

BONUS POINTS

Receive 10 rewards points per dollar when you purchase tickets to select events at Jordan Estate. Announcements will be made when tickets go on sale in our monthly e-newsletter.

WINE SHIPMENTS

Enjoy shipping discounts on qualifying online orders during select months. Don't miss a special member perk announcement about wine shipping in our July e-newsletter.

WINE TASTINGS

Receive two complimentary tastings during select summer months when you bring friends to Jordan for a Library Tasting.

Taste a special vintage on its 10th birthday, 2008 Jordan Cabernet Sauvignon, when you book a rewards redemption during select months.

SPECIAL EVENTS

Attend the Jordan Estate Rewards 10th Anniversary Dinner at the winery, or join us at one of our regional wine tastings. Stay tuned for a special member perk announcement about Harvest Lunches in our July e-newsletter.

OVERNIGHT STAYS

Indulge in an overnight stay in our luxurious lodging for half the points all year long.

Learn more at jordanwinery.com/rewards or blog.jordanwinery.com.





A FRESH START

As the Jordan Estate grapevines near the end of their lifespan, the future of farming on its 1,200 acres has never held more promise.

By Lisa Mattson

When Tom and Sally Jordan purchased the land that would become their winery and home in 1974, very little was known about growing cabernet sauvignon in Alexander Valley. They yearned to establish a Bordeaux-style wine estate, yet had no local blueprint when planting their vines in a nearby valley. Neither did their neighbors. Back then, so much was trial and error.

Over the next two decades, lessons about farming, soils and climate were learned. Just as Jordan Winemaker Rob Davis and his vineyard manager were hitting their stride, Jordan's cabernet sauvignon and merlot vineyards on the valley floor began to struggle to ripen their fruit. Phylloxera, a root-damaging louse had attacked the vines, and replanting was the only recourse. It was a devastating diagnosis for an estate winery that relied entirely on its own vineyards for grapes. Because 20-25 years is about the average lifespan of a grapevine, the painful event was seen as a natural part of wine agriculture—and an opportunity to both plant and plan smarter.

Davis immediately began sourcing grapes from nearby farmers on the other side of Alexander Valley's riverbank, so Jordan would have enough fruit to make wine. From 1996 to 1999, grapevines were planted on the hillsides behind the Jordan chateau for the first time, taking advantage of new rootstocks, clonal selections and trellis systems. In addition to cabernet sauvignon and merlot, the two grapes found in Jordan's singular red wine, petit verdot and cabernet franc were added to experiment with the Bordeaux-inspired blend. In their youngest years, these precocious vines helped produce classic wines, such as the 1999 Jordan Cabernet Sauvignon, and held great promise for the future.



“The importance of soil, soil and soil was drummed into me by my mentor, Andre Tchelistcheff,” Davis says.

Enter Brent Young, who joined Jordan as a harvest intern in 2005—the year John Jordan took the reins and began to revitalize the business literally from the ground up. Armed with a viticulture degree and a drive to always improve, Young soon moved into a full-time role as viticulturist at Jordan and began to tackle a complex problem below the surface of the estate vineyards: these young grapevines were already dropping in performance after just 5-10 years of life.

John Jordan agreed to do whatever it took to find the cause and revive the plants. Soil-mapping and GPS (Global Positioning System) technology, tools that didn’t exist when Jordan planted its valley or hillside vineyards, were utilized to better understand the soil chemistry and water-holding capacity. An exhaustive, three-year study revealed a patchwork of different soils across the estate, though each vineyard block had been farmed uniformly. Many vineyard blocks were also planted on a hard clay soil called serpentine, which can make it challenging for grapevines to spread their deep roots.

Young began to implement new farming strategies across the estate, tailored to each soil type, from irrigation and leafing changes to grafting underperforming cabernet vines to other blending varieties, such as malbec and petit verdot. In the meantime, John Jordan green-lighted Davis’s desire to increase the amount of grapes purchased from nearby, top-notch growers, to improve wine quality and consistency. “The importance of soil, soil and soil was drummed into me by my mentor, Andre Tchelistcheff,” Davis says. “Without great soil, we can’t produce great wines. The soils at the Jordan Estate are high in magnesium and low in drainability, and we’ve experienced reduced vine growth and crop development as a result.”

In 2012, the team collectively decided to sell Jordan’s original valley floor vineyard to focus totally on working with grower vineyards and on farming the hillside grapevines at Jordan Estate.

“The goal is to make every vintage better than the last,” Jordan says. “We had to say goodbye to a vineyard that could no longer supply us with the quality of grapes we demand.”

Under Young’s direction, Jordan Estate petit verdot grapevines were healthier and more balanced in flavor than ever before. Experiments in certain cabernet blocks were yielding positive results.



From left: New metal stakes placed in the ground before new rootstocks are planted in spring; Jordan’s Javier Hernandez removes trellising wires during preparation for grapevine removal; uprooted vineyards and metal stakes are placed in piles.

As Jordan Estate vineyards approached their twentieth birthday, during the cool-climate years of 2010 and 2011, they began to struggle to ripen their grapes. Some leaves began to turn red, and it seemed as if another virus was attacking the plants as they approached the 20-year mark. Vineyards across Sonoma and Napa counties were facing the same sickness, first spotted in Napa Valley in 2008.

The disease became known as Red Blotch, but the cause was not diagnosed until 2016. Like the phylloxera bug that devastated Jordan’s original valley floor vineyard in 1996, the alfalfa treehopper had attacked the Jordan Estate hillsides, spreading a virus that turned the leaves red each fall. The treatment? Replant every grapevine.

Successful agriculture is a balance of ecology—a marriage between plants, insects, soils and weather. With Jordan grapevines, it seems that the marriage can only last 20 years before it’s time for a fresh start. Young is determined to break the cycle this time. In 2016, a massive seven-year plan to replant Jordan Estate’s 118 acres of grapevines began.

Young’s mission is to return cabernet sauvignon grapes grown on the Jordan property to the final blend,

through replanting, reorienting rows, microfarming and amending the soils with nutrients they don’t naturally possess. The first block, located below John Jordan’s home, is an experimental playground for testing rootstocks, vineyard row spacing and direction, as well as new technologies for applying nutrient applications—all unavailable to Tom Jordan when he planted the estate.

“The goal of the replanting is to grow the flavors Rob wants in Jordan Cabernet Sauvignon,” Young explains. “The first key thing we noticed when pulling out the old vines is that they were j-rooted—meaning the roots took a j-shape, rather than reaching deep into the soil. They were planted in too-shallow holes, which forced the roots to bind up, instead of reaching down for water and nutrients.”

Vineyard blocks are being removed gradually over the course of three years, albeit strategically due to lessons learned from the 1996 replant. Petit verdot and malbec, the top-performing vineyards, will be replanted last, as they are valuable components to the Jordan master blend.

“We’re also changing the orientation of the rows when possible,” Young says.

“When the new vines are planted to specific rootstocks and clonal selections, they will receive uniform sun all day, rather than morning sun on one side and afternoon sun on the other. This will eliminate underexposure to sun in the morning and overexposure in the afternoon.”

Preparing the ground for replanting J4, the vineyard below John’s home, was arduous.

“We didn’t want any rocks, including magnesium-loaded serpentine, to impede the growth of the vine roots, so we pulled out the old vines and broke up the hardpan,” Young says. “We added soil amendments, such as gypsum, potassium and compost, where the new vines will grow.”

Soils need time to renew after supporting grapevines for decades, so each piece of land will be left fallow for 1-2 years, growing only cover crops. Cover crops are planted to enhance the health of the soil, such as nitrogen-rich legumes, clover and straw. Irrigation and fertigation will be vine-specific, and the goal is to attend to each vine’s needs.

The first new vines will be planted at J4 in June 2018, and the last block of the replant is expected in 2021.

For the foreseeable future, Jordan will continue to source cabernet sauvignon grapes from favored Alexander Valley growers. One of them is Mike Mazzoni of Geyserville. Mazzoni is intrigued by Jordan’s replanting efforts, but is taking a wait-and-see stance on the results. “I’m old-school,” he says.

“As long as we’ve been doing this, we continue to learn about grapegrowing, soil structure and vineyard husbandry,” Davis explains. “We can’t change soil, as Andre often told me, but we can work with it and do our best to enhance it. We’re opening new pages for learning, seeking specific fruit character by site.”

Some growers are now asking Jordan for replanting advice, Davis says. “Sharing knowledge back and forth between our estate and our growers, I love that we have a two-way street with farming, not just winemaking.” Fifth-generation grape grower Bret Munselle of Munselle Vineyards, another top grape grower for Jordan, even stopped by to assess the J4 experiment.

“It’s going to be fun to see how the replanting goes,” Davis says. “In a few years, we may very well ask ourselves, ‘Why didn’t we do this a long time ago?’”

TREASURE HUNT

How foraging has become an integral part of cooking at Jordan Estate

By Matt Villano

Behind every great chef is a kitchen full of the best ingredients. These provisions usually arrive by truck from a nearby farm, though airplanes and boats are still essential for the ocean's best catch and the Far East's most rare, exotic spices. Ambitious chefs who are fortunate to have access to fertile land often choose to grow and harvest their own produce for their restaurants.

In a nation filled with discerning palates hungry for more, chefs are continuing to push the boundaries of ingredient sourcing. Fresh, local, organic and GMO-free cultivars are no longer enough. In recent years, a culinary renaissance has taken root across the country, with chefs drawing inspiration from far more distant times in history.

Todd Knoll, executive chef at Jordan Winery, is following a similar path.

Sometimes he doesn't shoot off an email order to a farm or take the easy walk down to the garden to pull carrots or retrieve eggs from the chicken coop for the next meal. Sometimes, he takes the longer route to find beautiful, fresh ingredients by throwing on some hiking boots, grabbing a satchel and exploring the remote corners of Jordan's Alexander Valley estate. There, amid the gnarled oak trees, near the grapevines, grows miner's lettuce, red clover, chamomile, yarrow and many other wild plants that apply the winemaking concept of terroir on an entirely different level.

"Nothing creates a stronger sense of time and place than foraging in the Alexander Valley," Knoll says. "If I collect [ingredients] from the hills there or between the rows of vines or olive groves the day of a private meal or culinary event, there is nothing more immediate and specifically Jordan than that. Ultimately, I hope that is what the guests take away with them."





Developing a chef's eye

As a concept, foraging certainly is nothing new. Before human beings became an agricultural society, before we started raising animals for food, we were hunter-gatherers out of necessity, and we obtained everything we needed to survive through collecting wild plants and pursuing wild animals.

As times have changed, this labor-intensive approach to hunting or gathering everything has become less common—unless people make a concerted effort to embrace it.

Which is precisely what chefs like Knoll have done.

For him, foraging was always intriguing, a natural extension of a love of the outdoors. One of Knoll's earliest influences was the work of French chef Michel Bras, whose cooking and hospitality in the Aubrac region of Southern France has influenced so many chefs today. Bras would forage and sketch his ideas as he walked the hills of his childhood village. His work is, at once, technically perfect and natural. That became Knoll's goal as well.

Over the 15 years of cooking at Jordan, Knoll has familiarized himself with many of the estate's most prolific spots during his morning hikes, noting and photographing where he can find certain edibles at specific times of year. For Knoll, it all starts with the same simple question: What can we add not only in flavor, but in story and the overall experience itself? "When guests visit the winery, there is so much to convey in a short time," he says. "We take great pride in the effort."

With its vast diversity of topography and soils, the 1,200-acre Jordan Estate is a forager's dream. The Jordans made a conscious decision long ago not to overdevelop the land, so much of the estate has been left wild. In addition, the property boasts a multitude of microclimates—mini ecosystems that each support different kinds of life, which means the list of wild foods and spices found on Jordan Estate is never-ending. Native herbs thrive here, such as sage, yerba buena and coyote mint, as well as various alliums, California bay and the elusive bay nut, wild fennel, prickly pear, porcini and even the prized Amanita velosa mushroom in spring. Coyote mint and miner's lettuce can be found near Jordan's new apiary, and the wild fennel pops up along the winery driveway each August, its yellow umbrella-like blooms almost waving to the guests as they arrive. Visitors who partake in the winery's seasonal Vineyard Hikes walk right past the prickly pear cactuses and cross through a meadow of chamomile blooming in spring. Especially after a rainfall, the fragrant flowers can leave hiking boots smelling like perfume for days.

"So many of us are accustomed to the scent of chamomile," Knoll says. "But when you grab fresh wildflowers and rub them between your palms, the fragrance is incredible. It's far more powerful than the floral notes you find in a store-bought tea."

Clockwise from top left: Chef Todd Knoll harvests buds and needles from a Jordan Estate pine tree; a meadow of red clover near Jordan's lower lake provides provisions for a dinner party tea course; miner's lettuce grows wild on the hill behind the winery's solar panels.



Knowing the harvest

Foraging know-how extends beyond the identification of those particular plants. Foragers must develop a deep knowledge of their hunting grounds. With so much land to explore across Jordan Estate, Knoll reached out to East Bay foraging expert, naturalist and writer, Kevin Feinstein. He was able to help Knoll identify not only around 20 new edibles on the property, but also medicinal flora, and suggested the ways to best harvest these delicacies. Since then, Knoll has continued with his studies on his own, relying heavily on the work by master forager and chef Hank Shaw, author of *Hunt, Gather, Cook*.

"One of the interesting things about foraging is that unless you know precisely what to do with something, you have to experiment to a certain extent," Knoll says. "You learn how to taste things just in the front of your mouth and spit them out. With many foraged items, something might be edible, but it can be a time-consuming and labor-intensive task to make them attractive for the modern plate."

Besides knowing which wild plants are good to eat, chefs need to know what to avoid at all costs.

Take camas, for example. In a meadow near Jordan's petit verdot vineyard where dozens of beehives are kept during winter (see story on page 30), blue camas can be found. These tubers from the lily family served as a staple for many Native American tribes, from the Pacific Coast to the Rockies. Prized for their sweet flavor once cooked, these beautiful natives closely resemble the white death cama, which is highly toxic. To avoid these types of problems, he only harvests plants he knows are safe.

"You have to arm yourself with knowledge. I never forage without my field guides, many of which I can now keep on my phone. I have found the edible blue cama growing right beside a deadly white cama, so you have to be careful and diligent." Expert foragers will nibble for telltale signs of toxins, bitterness for example, but Knoll only collects the easiest to identify. "There is simply no reason to gamble and a misidentification can be the difference between life and death."



Clockwise from left: Fresh chamomile is found near many blocks of Jordan cabernet sauvignon grapevines; Chef Knoll searches for manzanita tree berries; medicinal tule grass is harvested along the west side of Jordan's lower lake; antioxidant-rich manzanita berries.

Indigenous inspiration

Knoll's interest in foraging was compounded by the fascination with the pre-contact Native American diet in the region and, with the aid of Hank Shaw's articles, blog and book, he has been able to replicate some of their staples in the Jordan kitchen. Cama bulbs have been grilled and transformed from an inedible paste into an interesting and prized food source with a sunchoke-like sweetness.

Chamomile, which grows in meadows across the estate, is considered one of the most important herbs to Native Americans. During the height of chamomile season each spring, the flowers are harvested for the chef's foraged tea recipe (see recipe on page 29).

Knoll also strips the red peeling bark from the manzanita and madrone trees for the earthy, cinnamon notes it brings to his foraged tea. Manzanita tree bark was used by the natives to make a healing tea for stomach ailments, as it contains tannins that kill unwanted microbes and also has anti-inflammatory qualities. Tiny berries found on manzanita reportedly have three times more antioxidants than blueberries and were an essential part of the indigenous people's diet. Chef Knoll grinds them in a food processor with raw sugar and incorporates into sweet-tart shortbread for a dessert course in the Jordan dining room.

Along the lower lake across from the cattle pasture, tule grass, which was used by Native Americans to make shelter, rafts and baskets, is found interspersed with waterline cattails. Knoll harvests the cattails at various times throughout the season, from the tender shoots used in spring salads to the beautiful golden pollen collected in the fall from the male flowers, which may be incorporated into an olive oil cake.

"It is vibrant and floral when used in baked goods," Knoll says.

The wild food found in the greatest abundance on Jordan Estate is the acorn, a Native American staple. Labor intensive to process, the shelled acorns must be ground, leached of their considerable tannins by numerous changes of water and then dried into a flour. Following these steps, Knoll is rewarded with a unique, native flavor profile to enhance pastry and grain dishes.

Emerald green pine tree buds that sprout in spring in a forest near a Jordan olive grove are ground with homemade sea salt (see recipe on page 29). The medicinal qualities of pine are revered across the world; the tree's buds are considered immune system boosters due to their high amount of vitamin C.

Because most of these plants grow naturally, Knoll accepts that nature is in charge, that volume and quality will differ from year to year.

Another staple of the native diet, mushrooms are found throughout the region. Fungi usually sprout in the spring after months of wet and chilly conditions, but every spring is different. Knoll says 2018 has been an incredible mushroom season because burn zones are famous for yielding vast quantities of morels after wildfires (see "Understanding California Wildfires," page 12).

"They're called 'burn morels,' a rare delicacy that results from wildfire," Knoll says. "They peak the second or third year [after the fire], and then they begin to taper off."

In this sense, he notes, foraging is completely different from grape growing, as very little about the former is predictable, and there's little opportunity to cultivate specific species in specific ways for specific ends.

Impact of foraging

Naturally, foraging across Jordan Estate has influenced Knoll's cooking in a variety of exciting ways.

Chef says he's always thinking about how he can incorporate items from around the estate, always trying to make his dishes "more Jordan." Second, dishes always have an exotic and unfamiliar element—a flavor or consistency that's familiar to diners, but just foreign enough that it keeps them guessing.

Foraging also has influenced Knoll's wife, Nitsa, director of hospitality and events at Jordan, who often incorporates flowers, branches, leaves, and other wild items from the property into dinner table centerpieces and floral arrangements for Jordan culinary events (see "Foraged Floral" on page 60).

The couple often forages together, and they bring their 8-year-old son, meaning foraging time also is family time for the Knolls.

"It's a great opportunity for the three of us to be outside, working together, quietly doing our thing," says Knoll, who notes that he often gives his son assignments for collecting certain materials when they're out in the woods. "Some of my favorite days of the year are days we spend foraging as a family."

Looking forward, Chef Knoll says his goals are to incorporate even more foraged ingredients into his cooking, and to continue building signature recipes around the items he finds. The creation of the Jordan Chef's Reserve Caviar by Tsar Nicoulai, made with homemade sea salt and dried kombu Knoll harvested off the Sonoma Coast, is one of his most exciting, ongoing foraging projects. And because so much of what's available on Jordan Estate lends itself to ice creams and granitas, Knoll says he has a personal mission to make more of those desserts, and to serve them with a side of education, so guests know that what they are eating has come right from the land around them.

He also wants to use more food science with the ingredients he forages, and incorporate different methods of preserving and concentrating the materials without losing the color or flavor along the way.

"Harvesting these items from the land around us is only really one part of the process," he says. "That's what makes foraging fun—once you gather the ingredients, there's still quite a challenge to resolve."

Matt Villano is a writer and editor based in Healdsburg. Learn more about him at whalehead.com.



Clockwise from right: miner's lettuce; fiddlehead ferns; pine needles and buds; crimson clover; wisteria blossoms; sea beans; black trumpet mushrooms; red clover, wild onion.

FOUR FORAGING TIPS

During his tenure as executive chef at Jordan, Todd Knoll has become an expert in foraging. Here are four of the lessons he's learned along the way.

1. Keep your eyes open. Foraging is not an activity for those who like to daydream; the most successful trips are those on which you are focused on what to look for and identifying what you see. Knoll notes he often doesn't say a word when he's foraging. That's by design.

2. Know your wild things. Always carry a field guide so you know what you're harvesting from the forest. This approach serves two purposes: it keeps you from picking and consuming poisonous materials, and it keeps you informed about which items pack a flavorful punch.

3. Go prepared. Make sure you head out into the forest with the proper tools. Knoll always brings a small machete called a yacare. Other foragers bring heavy-duty clippers or an X-ACTO knife. There are no right answers here; so long as your tool is portable and sharp, it should do the job. You'll also need a small basket or cloth shopping bag that you don't mind getting dirty.

4. Leave some for next time. Responsible foraging is a must, especially when you're pulling natural material from a finite space. Knoll says he tries to leave at least 20 percent of every ingredient, so items have an opportunity to grow again.

—M.V.



SIMPLE STAPLES

Foraged recipes to replicate at home

Finding beauty in the hills of the Alexander Valley is hardly a difficult task—locals decorate homes and tables with branches of flowering fruit trees, sinuous red manzanita, lichen and other foraged treasures. But to transform visual beauty into fine dining culinary components is another task entirely. With a few simple techniques and recipes, any cook can add a local, “exotic” element sourced from locations as close as their own backyard. The following recipes are prepared throughout the year at the winery and are a perfect introduction to the craft for any enthusiastic forager.

Foraged Tea

“If you live in Sonoma County and purchase chamomile tea in the spring, I hope you are truly a connoisseur of fine packaging,” Chef Todd Knoll jokes. “Fresh tea sings with life. Dried herbal tea from a box now seems like settling. So much is lost.”

To make his foraged teas, Knoll uses loose guidelines with no precise measurements needed. He prefers Mountain Valley or Fiji water, which is soft, neutral and rich with silica, and brings the water to a very conservative brewing temperature of no more than 175° with a brew time of no more than three minutes. Madrone and manzanita bark, easily harvested into perfect cinnamon curls with a pocket knife, bring the earthy, spiced base notes to most teas and are steeped in the first minute of a two-step process. As the water begins to take on color, add other ingredients, such as wild chamomile, clover, verbena, bay nut, fennel, wild rose and even dried matsutake mushrooms from the coast. Let the plants and flowers steep for the remaining two minutes and pour into a tea press before serving. The resulting tea is simple, fresh, alive and immediately enjoyable.

Nasturtium Vinaigrette

Nasturtium is a common, wild flowering plant available to even the urban forager. The colorful and prolific flowers are found in our gardens, parks and the wild. Knoll incorporates “volunteer” nasturtium from Jordan Estate into his infused vinaigrette. Their flowers and tender leaves bring pepper, spice and jewel tones to summer and fall dishes. Flowers and leaves are harvested, washed, spun-dried and separated. The flowers are combined with a cup of verjus and a teaspoon of kosher salt in a one-gallon Ziploc bag and left to macerate in the refrigerator for three days. Leaves are placed in a separate one-gallon Ziploc bag, covered in Jordan Estate Extra Virgin Olive Oil, massaged to bruise the leaves and placed in the refrigerator to infuse for one day. Once finished, strain each into a separate, sterile mason jar and store for up to two weeks. Use the infused verjus for a pickling project or combine both into a vinaigrette and drizzle over summer salads or grilled fish.

Conifer Salt

This striking, emerald finishing salt is magical in its simplicity and ability to “capture” spring in Wine Country—a blend of coarse sea salt and new conifer buds from around the Jordan Estate. The easily identifiable, bright tips pop against the dark green of the Jordan pine trees. “These tips are an excellent source of vitamin C,” Knoll says, popping one in his mouth. “These are only collected in the spring when their flavor is sweet and subtle, rather than resinous pine.” The collected buds and salt are simply pulverized in a rustic mortar and pestle until integrated. The resulting vibrant green seasoning is best used as soon as possible to retain color and perfume. Garnish grilled meats, proteins or vegetables with conifer salt before serving. Combined with marjoram and thyme, this is the finishing salt of choice for Jordan spring lamb.

GO WITH THE FLOW

Bees find a permanent home for honey making at Jordan Estate

By Deborah Parker Wong

Jordan has become a destination for culinary travelers, and even honey bees are not immune to its charms. Beehives first arrived at Jordan in 1996 when professional beekeepers from the Sacramento Valley began bringing their colonies to the idyllic 1,200-acre estate for winter foraging before the almond bloom season.

The hives, which are ultimately mobile homes for bees, are placed in a meadow surrounded by woods at the edge of Jordan's petit verdot vineyards. The nearby Russian River provides the bees with a reliable water source, and both wild and cover crop plants—from yarrow, Toyon shrub and California buckeye to red clover and mustard—offer food. This diet provides essential nutrition for pollen and creates a healthier hive. It's a win-win because the bees also pass pollen among vineyard cover crops before packing up and moving back to the northern Sacramento Valley near Chico, California, to help cross-pollinate the almond tree flowers.

As a thank you, the beekeeper brings a half-dozen mason jars of honey to the winery chef at the end of each year.

Impressed by the flavor and quality of the honey harvested from the visiting hives, Jordan Executive Chef Todd Knoll, who had been sourcing honey from Northern California apiaries and top honey producers from around the globe, saw beekeeping as a natural addition to the winery's expanding farm-to-table efforts. "I'd already been using raw honeys in my cooking because refined cane and beet sugars are flat and stripped of character," Knoll says. "Our honey is another color in Jordan's culinary palette, a component specific to this place and time."





The Jordan Estate, which is Fish Friendly Farming and Sonoma Sustainable certified, produces extra virgin olive oil from 18 acres of Italian and Spanish olives and has a thriving garden that supplies Knoll with herbs, vegetables and fruit. The garden is planted almost entirely to heirloom varieties, with hundreds of seeds rotating throughout the seasons, making it a diverse habitat (and thus appealing haven) for local bees. Cultivated crops, such as glossy Black Clayton tomatoes and Moonshadow Hyacinth beans from Baker Creek Seed Company, along with surrounding woodlands filled with native plants, offer a diverse diet that can sustain honeybees year-round.

It's amazing to think that an insect with such an important role in the human food supply first arrived in California on a steamer ship in 1853—by way of the Panama Canal. Only a decade ago, beekeeping in our country appeared to be in peril. Bee populations had been declining at alarming rates due to colony collapse disorder—the result of several factors—from loss of habitat and poor nutrition to pesticides. Numbers have only recently begun to improve, but Knoll knew that creating full-time homes for bees at Jordan—in a healthy environment surrounded by natural habitat—was the right thing to do as a sustainable business. It would also provide him with his own Jordan Estate honey, which complemented the foraged aspects of his Wine Country cuisine. “The bees have a unique relationship with our open spaces,” Knoll says, holding a sample jar. “You can see and taste it. Honey, like our wine, is a delicious and honest expression of Jordan terroir.”

Clockwise from far left: Chef Knoll repurposes a tire to create a water source for the bees; Mike Turner of Marin Coastal Bee Company checks on the health of a Langstroth hive at Jordan; Chef Knoll adds fresh honey to a bento box; Turner examines honeycomb; Flow Hives situated in front of Langstroth hives at Jordan.



Honey on Tap

Honey is considered one of nature's rare complete foods because it contains essential elements to sustain life, from vitamins and proteins to free amino acids and folic acid. While the labor-intensive, multiple-step process of harvesting this liquid gold has always been deemed worthwhile, it's often a barrier to the adoption of beekeeping. When Knoll serendipitously saw a very compelling Facebook video of the Flow Hive, an Australian invention that was being introduced to the world in February 2015 through a crowdfunding campaign, he jumped at the chance to adopt the technology. The winery purchased one Flow Hive the first day they were introduced and soon bought two more. “The Flow Hive is ingenious,” Knoll says. “Now even a novice can easily harvest honey.”

The Flow Hive, the first major redesign of a beehive since the classic Langstroth hive (developed in the 1850s), makes harvesting honey as simple as turning on a tap. It uses special flow frames that open to create channels in the honeycomb so that honey can flow directly from the hive. The user-friendly nature of the Flow Hive and its potential to

increase the number of backyard beekeepers was an immediate draw for Chef Knoll.

In preparation for building a Jordan apiary, Knoll began attending beekeeping and sensory classes at the University of California at Davis. Working with Marin Coastal Bee Company beekeeper Mike Turner, who Knoll credits as a “bee whisperer,” they established nine beehives for a local species of honeybees: six traditional Langstroth hives and three Flow Hives. “We decided to approach beekeeping using both methods, side by side, to better understand the differences between these hives, and to see if their honeys have distinct flavors,” Knoll says.

According to Turner, the dozen or so Flow Hives that he tends work well when a robust bee colony can build enough honeycomb to fill the topmost frames of the hive. “The invention is still so new that we're still monitoring the health and productivity of these hives compared to traditional ones,” Turner says. “But the world needs more bees, and any invention that makes it easier for small businesses and homeowners to become beekeepers is a good thing.”



Aerial view of the Jordan apiary. Search "bee garden" at winecountrytable.com to learn how to design a healthy bee garden.

The Bee Garden

Planted with a ready source of food from native flowering plants, Jordan's apiary is located just feet from Knoll's organic vegetable garden, just below the winery chateau on the edge of a cattle pasture. The bee garden, completed in fall of 2017, is filled with manzanita, madrone, wild fennel, wild thistle, poppies and other native plants to complete the annual food supply for bees. "The bees really need these native plants and others along the river banks to provide food during winter months when the chef's garden isn't in bloom," Turner says.

The bees gather nectar and pollen from the herbs, vegetables and fruit

trees when they begin blooming in the spring and assist with wind pollination. According to Turner, when bees fly they generate static electricity that causes pollen to "jump" onto their bodies. Pollen is the primary protein source for bees. Just like humans, bees need a well-balanced diet from many different sources, and small apiaries bring bees a better dining menu than commercial pollinating beekeeping.

"The entire ecosystem of the estate is more robust thanks to the bees," says Knoll who uses honey, honeycomb and pollen in the dishes he creates to pair with Jordan wines. He was inspired to design custom plates on which he'll

present honeycomb as the centerpiece of a luxurious cheese course and desserts for winery guests. Estate pomegranate seeds fermented in honey have also been served with local duck breast to highlight the berry flavors in 2013 Jordan Cabernet Sauvignon. Chef Knoll's recipes with honey can be found at jordanwinery.com/recipes.

The first harvest from the Jordan beehives will take place in spring 2018, just in time for the winery's spring events. Guests can see the Jordan bee garden during the Jordan Estate Tour & Tasting and seasonal Vineyard Hike adventures. Learn more at jordanwinery.com/events.

Deborah Parker Wong, DWSET, is global wine editor for SOMM Journal and teaches wine at Santa Rosa Junior College. Learn more about her at deborahparkerwong.com.

HONEYBEES

by the numbers





2014 ALEXANDER VALLEY CABERNET SAUVIGNON

Winemaker's Comments

A wine with elegance, refinement and plenty of verve. Its perfume of blackberries and black cherries mingles with a backdrop of subtle oak notes. The palate has a velvety richness that coats the mouth in concentrated flavors of blackberries and cassis, laced with fine tannins from seamlessly integrated, new French oak. Enticing flavors of chocolate, violets and dark fruits linger on the long finish. Enjoy now or cellar through 2033. Decant for 45 minutes to elevate aromas and flavors.

The Vintage

In what seems to have become a trend in the past few years, 2014 was defined by another early growing season. After a moderate winter, the buds burst early and grew rapidly. Relatively warm, dry days prevailed in spring with only one cold spell, allowing the vineyards to bloom perfectly and set a beautiful, balanced crop. Extremely dry weather with very few heat spikes allowed the grapes to develop intense, dark fruit aromas and flavors. A vintage of great promise for collectors.

The Winemaking

More than 60 blocks from 13 vineyards were harvested at optimal maturity and only the top lots were selected for blending in historic, upright oak casks. The wine was then aged for 12 months in 94% French and 6% American oak, of which 45% was new French barrels, to balance the natural fruit tannins and create a lush, complex finish. This blend of 79% Cabernet Sauvignon, 13.7% Merlot, 5.8% Petit Verdot, 1.2% Malbec and 0.3% Cabernet Franc matured in bottle for two years before release.

Food Pairing Suggestions

The black fruits, velvety palate and tannin structure in 2014 Jordan Cabernet Sauvignon allow it to be more versatile with food. 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 savory 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.

\$56 (750mL bottle) | jordanwinery.com/shop

2016 RUSSIAN RIVER VALLEY CHARDONNAY

Winemaker's Comments

Mirroring the classic elements of a grand cru Chablis, this is a rare expression of Chardonnay that shyly but exquisitely excites the senses. Pretty aromas of citrus blossoms and passion fruit spring from the glass. Its elegant palate reveals flavors of lemon, Asian pear and kumquat with a beautiful weight and roundness—all supported by an attractive, crisp backbone of acidity. A lingering finish laced in succulent citrus begs you to take another sip. Enjoy now or cellar through 2023.

The Vintage

2016 enjoyed a rare but pleasant departure from the usual Mediterranean climate. Spring was simply an extension of winter's moderate weather patterns. Budbreak and bloom occurred under normal conditions, and though grape cluster sizes were slightly lower than most years, berry counts were nearly perfect. Cool, foggy mornings throughout summer kept air moisture levels high, so detailed work was needed to protect the growing fruit before the heat arrived, bringing an early harvest. Like its predecessor, the 2016 Jordan Chardonnay will be remembered as very Chablis-like upon release.

The Winemaking

From September 1 to 22, grapes from five vineyards east of the Russian River were handpicked in the coolness of the night to retain their aromatics and purity of flavor. Fermentation occurred in 49% stainless steel and 51% new French oak barrels. Sur-lie aging and bâtonnage were limited to six weeks to add creaminess to the mid-palate and still preserve the fresh fruit so classic of cool-climate vintages. Malolactic fermentation was limited to 26% to ensure that aromas were not masked by a buttery component. Aged for 5.5 months in 100% new French oak barrels before maturing in bottle for almost one year. 100% Chardonnay.

Food Pairing Suggestions

With its crisp acidity, elegant mid-palate and citrus flavors, the 2016 Jordan Chardonnay is a versatile wine for food pairing. It will complement a variety of seafood, including oysters, halibut and poached salmon, as well as light salads and poultry dishes, such as lemon chicken. The wine's acidity will also cut through the fat in a pork pâté, rillettes and pasta with cream sauce.

\$33 (750mL bottle) | jordanwinery.com/shop



JORDAN MAGNUM 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

Winemaker Rob Davis wanted to bottle the entire 2012 vintage in magnum. It 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 budbreak. 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—an elegant, yet concentrated wine that has the potential to age for decades. It's a special vintage that lends itself to the long, graceful aging that only a large-format bottle can provide.

The Winemaking

More than 60 blocks from 17 vineyards 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 six years before release.

Food Pairing Suggestions

The 2012 Jordan Cabernet Sauvignon's luscious fruit, elegant structure and lower alcohol make it versatile with food at a dinner party. This wine's French oak aging helps complement grilled fare, such as lamb, steak, pork or chicken, and its silky 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—think spiced ahi tuna, grilled steak salad and charcuterie.

\$199 (1.5L bottle) | jordanwinery.com/shop

JORDAN MELCHIOR 2014 ALEXANDER VALLEY CABERNET SAUVIGNON

The Bottling

To celebrate the 40th anniversary of Jordan Cabernet Sauvignon in 2016, Jordan Winery released 18-liter bottles of Jordan Cabernet Sauvignon for the first time in its history. Each bottle, known as a Melchior, holds the equivalent of 24 750mL wine bottles and weighs 60 pounds when full. The 2014 Jordan Cabernet Sauvignon Melchior debuts in 2018, and only eight bottles were produced—each beautifully bottled, etched, numbered and painted by hand. Cradled in a custom, wooden box, the Jordan Melchior includes a special wine tap for convenient serving, as well as a limited-edition, signed Le Tour de Melchior poster. It's the ultimate wine bottle for a special celebration.

Winemaker's Comments

A wine with elegance, refinement and plenty of verve. Its perfume of blackberries and black cherries mingles with a backdrop of subtle oak notes. The palate has a velvety richness that coats the mouth in concentrated flavors of blackberries and cassis, laced with fine tannins from seamlessly integrated, new French oak. Enticing flavors of chocolate, violets and dark fruits linger on the long finish. Enjoy now or cellar through 2033.

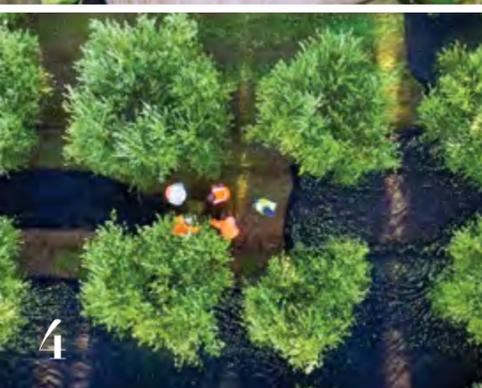
The Winemaking

More than 60 blocks from 13 vineyards were harvested at optimal maturity and only the top lots were selected for blending in historic, upright oak casks. The wine was then aged for 12 months in 94% French and 6% American oak, of which 45% was new French barrels, to balance the natural fruit tannins and create a lush, complex finish. This blend of 79% Cabernet Sauvignon, 13.7% Merlot, 5.8% Petit Verdot, 1.2% Malbec and 0.3% Cabernet Franc matured in 750mL bottles for two years before transfer to the Melchior.

Serving Suggestions

Why buy two cases of wine for a celebration when one incredible bottle will do? The Jordan Melchior will serve about 60 of your closest friends at a cocktail reception or 40 at a three-course dinner party. This 18-liter bottle equals 24 standard-sized wine bottles, approximately 122 five-ounce glasses of wine, and also includes the Winekeeper Tap System for convenient pouring. Once opened, the Jordan Melchior can maintain freshness for up to seven days while tap is installed.

\$4,800 (18L bottle) | jordanwinery.com/shop
Release date: September 2018



HOW TO MAKE EXTRA VIRGIN OLIVE OIL

1 Jordan cultivates a combination of Italian and Spanish olive tree varieties to ensure cross-pollination and the desired flavor profile for Jordan Extra Virgin Olive Oil.

2 To determine harvest dates, olive samples are sliced, examined and assigned ripeness numbers (zero to seven), using the University of California at Davis Olive Maturity Index.

3 Belly buckets are used to catch olives harvested in the brucatura tradition—a common, yet tedious practice adopted from Italy.

4 Workers also place large, black nets on the ground to catch olives harvested from the trees with electric combs and then pull the nets to macro bins.

5 Olives are inspected for blemishes, such as splits or bruises, and all unacceptable fruit and extraneous leaves are removed before bins are transported to the mill.

6 At the mill, each olive variety is separately sorted and rinsed before being pressed to extract the oil.

7 To be certified extra virgin, olives must be milled within 24 hours of harvest. Jordan Winery mills within 12-18 hours of harvest.

8 Jordan's chef and associate winemaker taste samples of each varietal olive oil and create a master blend that will achieve the desired flavor profile.

9 The final blend is bottled by the winemaking staff in dark glass, from amber to deep green, to minimize light exposure, which decreases the oil's shelf life.



2017 JORDAN ESTATE EXTRA VIRGIN OLIVE OIL

"2017 marks the 20th anniversary of our first vintage of olive oil in 1997, and we really knocked it out of the park with this one. The 2017's golden hue—the harbinger of richness—comes without the cloying butteriness of overly ripe oils. Even with the increased ripeness, this extra virgin olive oil is still fresh and green, with hints of freshly cut grass rather than hay. Flavors of Japanese cucumber, green almond and Meyer lemon peel lead to hints of white pepper and wild arugula on the finish. The older our olive trees, the more exciting our blends become." – Todd Knoll, executive chef

The Vintage

Certainly an unforgettable vintage, 2017 began with record-breaking rainfall and ended with record-breaking wildfires, though neither climatic event negatively impacted Wine Country's olive harvest. After the historic drought came to an end, moderate spring temperatures helped our 18 acres of olive trees flower in April under optimal conditions. Olives were smaller than usual, but the total crop was above average in size. Summer was marked by three heat spikes, but fortunately our olive trees are well-established and resilient to these higher temperatures. Olive harvest began under foggy skies during its usual timeframe at the end of October—allowing us to wait to achieve full ripeness for all varieties, particularly Arbequina, which becomes richer in flavor with extended ripening. The thick-skinned olives again proved impervious to Mother Nature's wrath, showing no signs of smoke exposure from the distant wildfires. It's a historic vintage to mark 20 years of olive oil making at Jordan.

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 12-18 hours of harvest, and the oil was never filtered or heated during the milling process. A master blending session was conducted in December before the single-varietal oils were combined, resulting in a silky-smooth combination of Frantoio, Leccino, Pendolino and Arbequina—very similar to the previous vintage. After resting in our cellars for two months, the 2017 vintage was bottled and labeled in the Jordan fermentation room.

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 and fresh figs wrapped in prosciutto, or drizzle over grilled fish with a squeeze of citrus.

Availability

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

\$29 (375mL) | jordanwinery.com/shop
Release date: September 2018



California extra virgin olive oils of the highest quality all carry the California Olive Oil Council's seal of certification. Look for this when purchasing California olive oil.



NV BRUT JORDAN CUVÉE BY CHAMPAGNE 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 impressive amount of reserve-quality wine used to create this fine Champagne leaves 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—2012 being the base vintage for this Jordan Cuvée. This assemblage of vintages during the winemaking process ensures a consistent house style and high level of quality every year. 2012 proved to be an exceptional vintage in Champagne, despite challenging spring weather conditions that led to lower yields.

The Making

Grapes were harvested from the Malassagne family's vineyards in Chouilly (Grand Cru Chardonnay 30%), Bisseuil (1er Cru Pinot Noir 35%) and Damery (Pinot Meunier %35), 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 includes 35% reserve wine and is 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 was added followed by additional aging, ensuring this Champagne aged in the bottle for a total of almost five years before release.

Food Pairing Suggestions

Because the Jordan Cuvée by Champagne AR Lenoble is a non-vintage brut that balances opulence and elegance, it's a versatile wine for food pairing. It can be enjoyed as an aperitif, with light hors d'oeuvres such as antipasti, tapas or shellfish, but it also complements salads, ceviche, linguine with clams, shrimp dishes, and 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.

\$49 (750mL bottle) | jordanwinery.com/shop
(California shipments only)

CHEF'S RESERVE CAVIAR BY TSAR NICOULAI

The Provenance

Hand-crafted and farm-raised in Northern California, this California white sturgeon caviar combines Tsar Nicoulai's sustainable methods of high-quality farming and curing with a special salt blend created in Sonoma County by Jordan Executive Chef Todd Knoll. The result is a rich, elegant caviar that pairs beautifully with Jordan Chardonnay and Cabernet Sauvignon, and of course, Champagne. Experience this product with our Champagne & Caviar Tasting.

The Making

Crafted in collaboration with Jordan's chef, this small-batch caviar is raised at the Tsar Nicoulai farm near Sacramento, just two hours from the winery. To create this new caviar, Executive Chef Todd Knoll harvests salt water and kombu from the Sonoma Coast, dehydrates the kombu and then lets it infuse with a chilled bath of the collected salt water for three days before the kombu is removed and final evaporation occurs, making the caviar's essential cure. Eggs are sustainably harvested from California white sturgeon that have lived at the farm for 8-10 years before the salt blend

is applied, and the caviar cures for eight weeks. As with all Tsar Nicoulai products, this caviar was carefully produced and selected without the use of antibiotics, growth hormones, GMOs or synthetic preservatives, creating a caviar of the highest quality and integrity for your enjoyment.

Food Pairing Suggestions

Less is more with this grand-sized, nutty caviar. Keep food pairings simple to allow the subtle properties of the caviar to shine. Serve atop buckwheat blinis with crème fraîche and diced egg, spoon over small roasted fingerling potatoes with crème fraîche and chopped chives or add a quenelle atop seared diver scallops. This umami-rich caviar makes for an indulgent garnish for many of our chef's recipes.

\$135 (1 oz) | jordanwinery.com/shop
(Includes priority overnight shipping; ships direct from Tsar Nicoulai)



Sonoma Sand

This garnish is a textural element that brings a nice crunch to softer foods, such as fish or vegetables. The granules are visually striking and tie the food to the ocean, along with the nori. Serve grilled halibut over a bed of Sonoma Sand or fold it into puréed cauliflower. It's aromatic, flavorful, and both gluten-free and vegan.

Ingredients:

6 sunchokes, scrubbed clean	1 sheet of nori (8x8), toasted and minced
3 Tbsp ivory quinoa, fully cooked	½ tsp Maldon salt
1 tsp Jordan Extra Virgin Olive Oil	1 tsp fennel pollen, toasted
½ cup Benne seeds, toasted (sesame seeds may be substituted)	Salt and pepper to taste

Method:

Preheat oven to 275° and heat seasoned water in a stock pot over medium-high heat. Pierce the sunchokes all over and steam or simmer in the stock pot until completely cooked through. Remove from the pot. When the sunchokes have cooled enough to handle, peel by hand, keeping the skins as intact as possible. Reserve the flesh for another purpose. Place the skins on an oiled baking sheet and bake until they just begin to crisp and color (approximately 15-20 minutes). Remove from the oven and increase the oven temperature to 300°.

While the sunchoke chips are cooling, rub olive oil into the cooked quinoa, season with salt and pepper and toast in a 300° oven on an oiled baking sheet until crisp (approximately 15-20 minutes). Cool and reserve. Crush the sunchoke chips with the bottom of a heavy pan or the side of a chef's knife (do not pulverize completely; the goal is to add texture). Combine crushed sunchoke chips, toasted quinoa and all remaining ingredients. Store in an air tight container. Sand will keep well for up to two weeks.

Honey-Fermented Pomegranate Seeds

A versatile garnish for any wine lover who cooks, Honey-Fermented Pomegranate Seeds possess the texture, acidity and tannin to enhance a red wine pairing. Toss them in salads, or sprinkle over duck confit and roasted chicken. They're also a delicious garnish for desserts. The seeds' sweet-tart flavor continues to evolve and gain complexity each day.

Ingredients:

1 pomegranate, carefully seeded	10 black peppercorns
2 sprigs of thyme	1 cup raw honey
1 bay leaf	

Method:

In a sterilized one-pint Mason jar, combine pomegranate seeds with thyme, bay leaf and black peppercorns. Pour the honey over the seeds to cover. Twist the lid on the Mason jar until finger-tight. Store at room temperature the first day, then move to a cool dark place for the rest of the week, turning and tasting daily. Lasts about nine days before gaining a fizzy texture.



Plate by NBC Pottery

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.

Since the creation of Jordan Estate Rewards in 2008, more than 1,600 members have redeemed special rewards. 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, al fresco 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.

Silver

Members gain access to experiences that cannot be purchased by the public, such as private tastings (Champagne & Caviar, Wine & Charcuterie, Wine with Hors d'Oeuvres) 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 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.



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.



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 stay.*

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

10TH ANNIVERSARY DINNER PARTY

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

BASTILLE DAY DINNER

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

FARM-TO-TABLE INTERACTIVE COOKING LUNCHEON

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

SUNSET SUPPER AT VISTA POINT

Silver: \$175 + 3,000 points
Gold: \$125 + 3,000 points
Platinum: \$125 + 2,000 points

VALENTINE'S DINNER

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

TASTE OF SPRING DINNER

Silver: \$200 + 3,000 points
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 tour and tasting, 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.*

**** Off-season pricing offered all year long in 2018 in honor of Jordan Estate Rewards' 10th anniversary.*



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 latest list, please visit jordanwinery.com/events.

Valentine's Dinner at Jordan
Healdsburg, CA
February 10, 2018

New Release Reveal Tasting at Jordan
Healdsburg, CA
March 24, 2018

Pebble Beach Food & Wine
Pebble Beach, CA
April 5-8, 2018

Austin Food & Wine Festival
Austin, TX
April 27-29, 2018

Taste of Spring Dinner at Jordan
Healdsburg, CA
April 28, 2018

Spring Vineyard Hikes at Jordan
Healdsburg, CA
April 20-21 & May 10-11, 2018

**Jordan Estate Rewards
10th Anniversary Dinner at Jordan**
Healdsburg, CA
May 19, 2018

Nantucket Wine Festival
Nantucket, MA
May 16-20, 2018

Food & Wine Classic at Aspen
Aspen, CO
June 15-17, 2018

Summer Vineyard Hikes at Jordan
Healdsburg, CA
June 21 & June 22, 2018

Experience Alexander Valley
Geyserville and Healdsburg, CA
June 23 & 24, 2018

**Sunset Supper at Jordan
Vista Point**
Healdsburg, CA
June 30, 2018

Bastille Day Dinner at Jordan
Healdsburg, CA
July 14, 2018

**Bounty of Sonoma County Dinner
at Jordan**
Healdsburg, CA
August 10, 2018

Harvest Lunches at Jordan
Healdsburg, CA
September 10-October 5, 2018

**Farm-to-Table Interactive
Cooking Luncheon**
Healdsburg, CA
September 22 & 29; October 6, 2018

Santa Fe Wine & Chile Fiesta
Santa Fe, NM
September 26-30, 2018

Chicago Gourmet
Chicago, IL
September 28-30, 2018

Fall Vineyard Hikes at Jordan
Healdsburg, CA
October 24 & November 1, 2018

**Olive Harvest Celebration & Lunch
at Jordan**
Healdsburg, CA
November 2, 2018

Christmas at Jordan
Healdsburg, CA
December 8, 2018





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 November and 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.



Library Tasting

\$35 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 grandeur of the winery chateau with a seated tasting in our private 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

\$45 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 estate garden and vineyards and pass towering oak tanks before a seated tasting in our private 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

\$125 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's garden 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, Estate Extra Virgin Olive Oil and an array of delicacies from our chef. Named "Best Vineyard Experience" in American Airlines' 2017 Platinum List Awards by *Celebrated Living*.



Holiday Tour & Tasting

\$70 per guest, 1 hour 30 minutes
 2:00 PM
 (Set dates between Thanksgiving and Christmas)

Experience a festive food and wine pairing that begins with a tasting of Jordan Cuvée by Champagne AR Lenoble, paired with an hors d'oeuvre featuring the Jordan Chef's Reserve Caviar. After a walking tour among the oak tanks, you'll enjoy a seated tasting in a holiday-decked enclave, featuring current release wines, a library vintage, an hors d'oeuvre pairing, olive oil tasting, artisan cheeses, freshly baked cookies and homemade ganache TCHO hot cocoa.

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

Chateau Boutique



- 1 Olive Oil Cruet, \$29
- 2 Olive Canoe, \$19
- 3 Cork Spice Container, \$18
- 4 Brass Hurricane Votives, \$29
- 5 Jordan Linen Apron, \$48
- 6 Rosewood Bowl, \$78
- 7 Bread Basket, \$29
- 8 Porcelain Vase, \$62
- 9 Jordan Washed Linen Tote (Dark Grey or Almond), \$59

1 2010 Cabernet Sauvignon 3L in Wood Box

From a cool-climate vintage that created near-perfect conditions for Bordeaux-inspired wines, 2010 Jordan Cabernet Sauvignon is silky, lively and stellar in large format. **\$700 (3L)**

2 2010-2012-2014 Cabernet Sauvignon in Wood Box

Experience three classic vintages of silky Alexander Valley Cabernet Sauvignon with this new offering, featuring our selected vintages for this year's Tours & Tastings. **\$394 (6 bottles)**

3 2017 Estate Extra Virgin Olive Oil

The 2017 Jordan Estate Extra Virgin Olive Oil's round, buttery mid-palate has a hint of pepper and bitterness on the finish—quintessential attributes in high-quality olive oils.* **\$29 (375mL bottle)**

4 2012 Cabernet Sauvignon Magnum in Wood Box

The dream vintage of the decade, 2012 Jordan is concentrated, silky and seductive with incredible aging potential. This new release is our winemaker's preferred bottle size. **\$199 (1.5L)**

5 Jordan Signature Trio Collection Gift Box

Bring a taste of Jordan to your table with this new gift box featuring all three Jordan products: 2016 Chardonnay, 2014 Cabernet Sauvignon and 2017 Extra Virgin Olive Oil*. **\$128 (3 bottles)**

6 2016 Chardonnay and 2014 Cabernet Sauvignon in Wood Box

Perfectly paired in a wooden box, Jordan's 2016 Chardonnay and 2014 Cabernet Sauvignon are elegant vintages with food pairing versatility. **\$97 (2 bottles)**
\$289 (6 bottles)

7 2008 Cabernet Sauvignon 6L in Wood Box

In honor of Jordan Estate Rewards' 10th anniversary, this new release is the ultimate way to experience an elegant vintage that has developed remarkable complexity with age. **\$1,600 (6L)**

*Until the 2017 Estate Extra Virgin Olive Oil releases in September 2018, the 2016 Estate Extra Virgin Olive Oil is available.



All wines available at jordanwinery.com/shop. For additional vintages, please call 800.654.1213. All prices effective through December 31, 2018.

In compliance with state laws, we currently ship wine to the following states: Alaska, Arizona, 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, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, Washington (LIC #365415), West Virginia, Wisconsin.

Adult signatures required for delivery of wine. Prices subject to change. All items are based on availability; items featured may change or sell out.

FORAGED FLORAL

Using wild flowers and plants to make flower arrangements that look natural yet designed

By Lisa Mattson

Like chefs seeking to celebrate the most local, natural ingredients through foraged cuisine, floral designers have also turned to wild lands for the cornerstone of a beautiful bouquet. Nitsa Knoll, Jordan's director of hospitality and events, began embracing this style of design after joining her husband, Chef Todd Knoll, on hikes across Jordan Estate.

For more than ten years, Knoll's designs have evolved as she challenges herself to bring the rich diversity of the estate's natural beauty into the formal setting of the winery's French-inspired chateau. "Foraging is essential to my work and the natural, yet designed look and feel of my tablescape," she says. "I don't know how I ever created without my walks."

The natural floral design movement has been growing for the past decade, in tandem with foraged cooking trends. It encourages less reliance on flowers cultivated by big farms, drawing on wild flowers, woods, hedgerows, and even gardens for inspiration and materials.

"The whole idea is to bring nature to the table, to connect the dining experience to the land," Knoll says. Natural elements, from tree moss to magnolia leaves, serve as a bridge between the rolling hills of Alexander Valley to the winery itself. Table décor may be finished with a carefully placed branch

of oak draped with lace lichen or a seasonal filler of Toyon branches, heavy with their festive red berries.

Her foraging target lists change throughout the year, from wildflowers to dramatic red manzanita branches, madrone leaves and even fungi. Jordan Estate's never-ending woodlands also provide intriguing textures through leaves and barks year-round. Olive, eucalyptus and bay tree branches are woven into a table garland centerpiece with foraged fruit and fresh-cut flowers bringing pops of color and visual interest. Tips on how to make these tablescapes at home are shared on winecountrytable.com's entertain section.

Because foraging for a floral designer means using any plant that is not a traditional "row" flower grown for the retail or wholesale market, Knoll often turns to Jordan's culinary garden for elements. Fuyu persimmons find their way into place setting and tablescapes designs at fall events. Meyer lemons add a pop of color to winter bouquets, and fruit tree blossoms grace a spring dinner party charger plate. Viburnum bushes and blossoming wisteria next to the winery chicken coop are also anchors of Jordan florals each spring.

Knoll's design philosophy is a simple one: bring the beauty of the outdoors in in a natural way that evokes emotion, but with a discipline and respect to the tone of the room. Elegance and wild beauty have to be in balance—similar to the arts of cooking and winemaking.

Lisa Mattson is the lead writer and blogger at Jordan Winery. Learn more about her at lisamattsonwine.com.



Clockwise from right: Nitsa Knoll prepares to make floral arrangements with Viburnum "snowballs," dogwood and Scotch broom; clipping dogwood outside Jordan's guest house; Brown Turkey figs in a dinner tablescape; Lichen and oak tree branches harvested from Jordan Estate woodlands.

SIPS FOR SMILES

THE JOHN JORDAN FOUNDATION

By John Jordan



Many of us dread going to the dentist, especially when we know that visit will involve shots and chisels. A few years ago, I was sitting in my dentist's chair, cringing at the whine of the drill and thinking to myself: This must be the worst thing in the world. On my way home from the appointment, it hit me that *not* having the opportunity to have quality dental care is truly one of the worst things in the world. Few ailments are more painful than unhealthy gums or teeth. The emotional impact of oral health issues can't be overlooked either. Numerous studies have linked a great smile to a person's career advancement. Smiling boosts self-esteem and self-confidence. The road to success is often paved in smiles.

But, we can't forget that the most important things in life have nothing to do with business. Smiling is central to how we communicate in every aspect of our lives with the people who matter to us most. Those smiles are what makes life meaningful and add a layer of richness to our days—not unlike a glass of wine. That is why The John Jordan Foundation has taken on pediatric dentistry as one of our causes. A significant portion of the proceeds from Jordan Winery fund the foundation, which works to fight the negative effects of poverty. Our first dental care project was a two-year commitment of \$250,000 to build Santa Rosa Community Health's (SRCH) first pediatric dental wing.

SRCH is a network of ten health centers in Sonoma County that provide medical, dental and mental health care to families with inadequate or no insurance. Located at SRCH's first Dental Campus in Santa Rosa, the pediatric dental wing was completed in 2013. There are five dentists, including one pediatric specialist, who provide full restorative and diagnostic services to an average of 2,100 children per year, from toddlers to teenagers.

"This project filled a critical need," says Naomi Fuchs, chief executive officer of SRCH. "Our Dental Campus has already changed the lives of thousands of low-income children and families, many of whom have never seen a dentist before. Preventing and treating dental decay is critical to giving every person the opportunity for a full and healthy life."

So, next time you uncork a bottle of Jordan, know that we make wine to bring our customers pleasure, but it warms our hearts equally as much to see the impact winery revenue can have on impoverished families. That's another reason to smile while enjoying our wine.

John Jordan has been CEO of Jordan Winery since 2005.



Jordan
WINE COUNTRY TABLE

JORDAN VINEYARD & WINERY

1474 Alexander Valley Road • Healdsburg, CA 95448

800.654.1213 • info@jordanwinery.com

We welcome guests for Tours & Tastings by appointment.