



Media Fact Sheet

Founded:	1972
Founders:	Tom and Sally Jordan
Current owner:	John Jordan
First vintage:	1976 (Cabernet Sauvignon); 1979 (Chardonnay); 1998 (Olive Oil)
Total acres:	1,200
Acres under vine:	120
Employees:	85

Overview

Jordan Vineyard & Winery was inspired by the great wine estates of France and the timeless connection between food, wine and hospitality. Under the guidance of second-generation vintner John Jordan, Jordan Vineyard & Winery continues to innovate and elevate its elegant wines and culinary-centered hospitality. From advancements in fruit sourcing, oak aging, precision farming and conserving natural resources to diversifying agriculture and creating new visitor experiences, Jordan maintains a relentless quest to improve with every vintage.

Special Features

- Wine tastings with food pairings by appointment
- Outdoor culinary excursions by appointment
- Gardens, farm
- Architecture
- Culinary events
- Lodging

Products

2019 Jordan Russian River Valley Chardonnay (\$36, 750mL)
2017 Jordan Alexander Valley Cabernet Sauvignon (\$59, 750mL)
2019 Jordan Estate Extra Virgin Olive Oil (\$29, 375mL)

Philanthropy

A significant portion of the revenue from Jordan Winery funds the John Jordan Foundation, which works to fight the negative effects of poverty in communities. John Jordan believes successful small businesses should play an active role in improving the lives of our most vulnerable fellow citizens. Learn more at johnjordanfoundation.org.

Location

Jordan Vineyard & Winery is located in the hills of Alexander Valley, one of the northernmost wine regions in Sonoma County, California. Situated five miles north of the town of Healdsburg, the winery is 90 minutes north of San Francisco by car and easily accessible to travelers. The chateau illustrated on every bottle of Jordan wine is the soul of Jordan Vineyard & Winery. The chateau houses winemaking facilities, kitchen, dining room, guest suites, wine tasting library, cellars and offices under one crowning roof. The property surrounding the picturesque winery chateau is referred to as Jordan Estate, and it boasts nearly 1,200 acres of rolling hills, oak trees, lakes, streams, vineyards, olive trees, pastures for cattle, apiary and chef's garden.

Sustainability & Land Stewardship

More than 1,000 acres of Jordan Estate will forever be wild. As stewards of an estate with most of its acreage dedicated to natural habitat, we take into account the impact every viticultural and winemaking decision has on the native ecosystems under our care. Jordan's electrical use is carbon neutral, with roughly 90 percent of our electricity coming from hillside solar arrays behind the winery and the rest from renewable resources through the Sonoma Clean Power program. The winery and all vineyards are certified sustainable. In 2021, eight acres of the land were turned into pollinator sanctuaries to benefit vital insect and bird populations. www.jordanwinery.com/values/sustainability-stewardship/

Vineyards, Ranch & Garden

About 120 acres of Bordeaux grape varieties (when fully planted; undergoing replant through 2024)

- Cabernet Sauvignon
- Petit Verdot
- Merlot
- Malbec

16.5 acres of olive trees

- Leccino (7.25 acres)
- Frantoio (4.5 acres)
- Pendolino (2.3 acres)
- Arbequina (2.5 acres)

Jordan Vineyard & Winery | 1474 Alexander Valley Road | Healdsburg, CA 95448
press@jordanwinery.com | jordanwinery.com | @jordanwinery | 707.431.5250

1-acre garden with fruits, vegetables, herbs, flowers, greenhouse, apiary and chicken coop

Farm

In addition to wildlife, many farm animals call Jordan Estate home. About 50 cows graze on our hills, and three goats and two donkeys (all rescues) live at our barn. Three dozen chickens roost in our coop, and thousands of honeybees live in the seven-hive apiary in our garden.

Culinary

Executive Chef Todd Knoll and his staff prepare food for daily tours and tastings, Jordan Estate Rewards member experiences and culinary events. Jordan's culinary staff also cooks private meals for members of the trade and press.

Events

The art of culinary hospitality is not complete without festive parties and intimate food and wine pairing events. Decadent parties, dinners and lunches are hosted at Jordan Winery throughout the year. View the upcoming events calendar at jordanwinery.com/events.

Hospitality

Entertaining guests through food and wine experiences has been a focus at Jordan since the first vintages debuted in 1980.

Tours & Tastings:

Jordan Winery welcomes guests by appointment for distinct wine tours and tastings at our Alexander Valley estate in Healdsburg, all of which include food pairing. Experience the best that Jordan has to offer in the heart of Sonoma County wine country—from perennial gourmet wine tastings with food pairing in our cellar room and walking tours through our iconic chateau, to epicurean excursions across our scenic property and festive holiday celebrations offered seasonally. Advance reservations are required and can be made at jordanwinery.com/visit or by phone at 707-431-5250. All tastings are open to the public and host up to 12-16 people. Tastings and tours are not offered on Sundays from December through March.

Library Tasting (\$35, 60 minutes)

- Mon-Sun: 10 a.m. and 2 p.m. (Closed Sundays December-March)
- Features a seated tasting in Jordan's private library, including Jordan wines, estate olive oil, artisan cheeses and hors d'oeuvre pairings from Jordan's chef.
- View the full description: www.jordanwinery.com/experiences/sonoma-wine-tasting/

Winery Tour & Library Tasting (\$45, 90 minutes) *

- Mon-Sun: 11:00 a.m. (Closed Sundays from December-March)
- Features a walking tour of the iconic Jordan chateau followed by a seated library tasting. Throughout the experience, guests sample Jordan wines, hors d'oeuvre pairings, artisan cheeses and the winery's estate olive oil. ** closed during the pandemic; may reopen in 2022*
- View the full description: www.jordanwinery.com/experiences/winery-tour-tasting/

Vineyard Tasting (\$75, 90 minutes)

- Thurs-Sun: 10:30 a.m. (May-October)
- Features wine tasting at a hilltop vineyard across from the winery chateau. Guests enjoy a welcome taste of Jordan Chardonnay before walking to the new Chateau Block vineyard's oak-shaded knoll with picnic tables where a seated tasting takes place: three vintages of Jordan Cabernet Sauvignon, spanning a decade, paired with local charcuterie from Journeyman Meat Co. Outdoor experience. Weather permitting.
- View the full description: www.jordanwinery.com/experiences/wine-tasting-with-a-view/

Estate Tour & Tasting (\$125, 3 hours)

- Thurs-Mon: 9:45 a.m. (May-October)
- Features a relaxing driving tour of the scenic Jordan Estate (from the comfort of a custom Mercedes-Benz Sprinter) with stops at four destinations. Guests walk through the Jordan garden, visit the vineyards, sip Jordan wines, sample olive oil and nibble on the winery chef's hors d'oeuvres with the backdrop of breathtaking views. Outdoor experience. Weather permitting.
- View the full description: www.jordanwinery.com/visit/tours-and-tastings/estate-tour-tasting

Holiday Tour & Tasting (\$70, 90 minutes)

- Tues-Fri: 2:00 p.m. (Set dates between Thanksgiving and Christmas)
- Features a holiday toast with Jordan Cuvée by Champagne AR Lenoble, a walk amongst the historic oak tanks and a seated tasting in our festively decorated library. Guests sample current release Chardonnay and Cabernet Sauvignon with hors d'oeuvre pairings by our chef, finishing with homemade cookies and TCHO hot cocoa.
- View the full tasting description: www.jordanwinery.com/experiences/healdsburg-wine-tours/

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Seasonal Lunches:

Paris on the Terrace (\$110, 2 hours)

- A French bistro-style luncheon served alfresco—a COVID pivot that became permanent
- Offered May through August and again in October; Thursday-Sunday, 12 p.m.
- View the full description: www.jordanwinery.com/experiences/outdoor-winery-lunch/

Harvest Lunches (\$110, 2 hours)

- A harvest-focused rendition of Paris on the Terrace
- Offered during September only; Thursday-Monday, 12 p.m.
- Member pricing from \$55-\$80 per person
- View the full description: www.jordanwinery.com/experiences/harvest-lunch/

Retail Sales:

Jordan wines can be purchased anytime at jordanwinery.com/shop. Wine may be purchased at the winery Monday through Friday from 8:00 a.m. to 4:30 p.m., Saturday and Sunday from 9:00 a.m. to 3:30 p.m. The winery is closed on Sundays from December through March.

Lodging:

Overnight accommodations at Jordan are available to members of Jordan Estate Rewards, trade and press. Three one-bedroom suites are located above the culinary wing of the chateau, and a two-bedroom guest house is situated between the winery and Jordan Lake. All accommodations were renovated in 2019-2021. www.jordanwinery.com/reward-types/overnight-stays/

Loyalty Program

Jordan Estate Rewards offers customers the opportunity to enjoy Jordan's renowned hospitality through intimate experiences available only to members. For every dollar spent at Jordan, members earn points to redeem for exclusive experiences at Jordan Estate. These experiences include everything from festive events, private tables for food and wine pairings, and gourmet lunches on the winery terrace to overnight stays in Jordan's luxury lodging, dinner parties and indulgent meals in the chateau dining room. Unlike a wine club, there are no sign-up fees or annual shipments, and member points never expire. Learn more at jordanwinery.com/rewards.

Publication

Jordan publishes an annual magazine, *Wine Country Table*, featuring news, in-depth articles, harvest reports, recipes, special event information and more. *Wine Country Table* print copies are complimentary to all winery visitors and select members. Digital editions are also available at jordanwinery.com/magazine.

Awards

Wine Enthusiast American Winery of the Year (2014)
Wine & Spirits U.S. Restaurant Poll Top 50 (2021)
Wine & Spirits U.S. Restaurant Poll #1 Wine Brand (2020, 2015, 2007)
Wine & Spirits U.S. Restaurant Poll #1 Cabernet Sauvignon (2020, 2014-2011, 2008, 2004-2001, 1994-1990)
American Airlines' Celebrated Living Platinum List Awards, Best Vineyard Experience (2018, 2017)
Sunset Travel Awards Finalist, Best Vineyard Experience (2016, 2015)
Sunset Travel Awards Finalist, Food & Wine (2018)
Sunset Travel Awards Finalist, Essential Eating & Drinking (2019)
USA Today's Top 10 Best Winery Tours in America (2019)
TripAdvisor Top 10 Winery Tours in America (2013)
TripAdvisor Certificate of Excellence Hall of Fame (2019-2013)
Wine Blog Awards Best Photo/Video on a Blog (2014, 2013)
Wine Blog Awards Best Winery Blog (2013, 2012)
Fish Friendly Farming Light Touch Award (2012)

Management

- John Jordan, Chief Executive Officer (on staff since 2005)
- Maggie Kruse, Winemaker (on staff since 2006)
- Devonna Smith, Chief Financial Officer (on staff since 2020)
- Todd Knoll, Executive Chef (on staff since 2003)
- Brent Young, Director of Agricultural Operations (on staff since 2008)
- Kari Van Dyk, Assistant Winemaker (on staff since 2019)
- Nitsa Knoll, Director of Hospitality & Events (on staff since 2006)
- Tim Spence, Director of Facility Operations (on staff since 1989)
- Brad Butcher, National Sales Director (on staff since 2011)
- Lisa Mattson, Director of Marketing & Communications (on staff since 2009)

Other Key Figures

- Tom Jordan, Founder (1972-2005, retired)
- Sally Jordan, Founder (1972-1990s, retired)
- Rob Davis, Winemaker (1976-2019, retired)
- André Tchelistcheff (1974-1994, deceased)

Photo & Video

Jordan is known for its visual storytelling and extensive archive of high-quality photographs and videos. A small selection of high-resolution photos is available for immediate download at www.jordanwinery.com/trade-media/media-relations/. Requests for specific photos should be sent to press@jordanwinery.com.

Social Media

Please follow us online for an inside look at life on Jordan Estate.

facebook.com/jordanwinery

twitter.com/jordanwinery

youtube.com/jordanvineyard

instagram.com/jordanwinery

pinterest.com/jordanwinery

flickr.com/jordanwinery

blog.jordanwinery.com

winecountrytable.com

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