

sales & marketing

DTC Spotlight: Jordan Vineyard & Winery Celebrates 50 Years of Hospitality

L.M. Archer



JORDAN VINEYARD & WINERY celebrates their 50th anniversary in 2022 with a robust DTC program and revamped Healdsburg estate.

Named the most popular wine brand and number one Cabernet Sauvignon in the Wine & Spirits' 31st annual Restaurant Poll of 2020, Jordan Vineyard & Winery focuses on three things: Cabernet Sauvignon, Chardonnay and hospitality. They also operate one of the wine world's most innovative direct-to-consumer (DTC) programs.

The multi-faceted Jordan Winery Rewards Program combines old world standards, new world innovations, sustainability, social responsibility and a strong digital presence to craft world-class food and wine experiences for loyal members.

Old World Standards

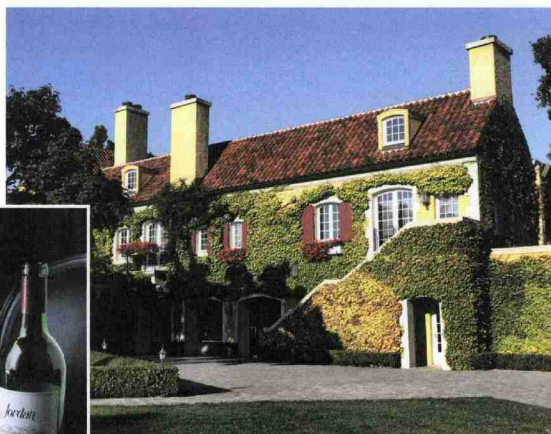
Founded in 1972 by Tom and Sally Jordan, the winery estate comprises 1,200 acres. Estate vineyards total one-tenth of the estate, 120 acres planted to

Bordeaux grapes delineated within 20 individual blocks. Varieties include about 88 acres of Cabernet Sauvignon, 24 acres of Petit Verdot, 4 acres of Merlot and 3 acres of Malbec.

A portion of the estate vineyard soils resembles those of Bordeaux's clay-rich Right Bank. Other mineral-rich parcels located mid-slope resemble the well-draining soils of Bordeaux's Left Bank. Christened "Côte de Jordan," these vineyard slopes and benchlands produce red wines reminiscent of Bordeaux Grand Cru Classé blends in balance, complexity and composition. Jordan also sources Chardonnay from Sonoma's Russian River Valley AVA to craft Burgundy-style Chardonnay wines.

With this emphasis on rigorous French standards, Jordan Winery enlisted legendary winemaker André Tchelistcheff in 1974. Top UC Davis grad Rob Davis joined the winemaking team in 1976, taking over from his mentor when Tchelistcheff died in 1992. After 43 harvests, Davis appointed Maggie Kruse head winemaker in 2019 but he still consults for the winery.

"Although we've focused on making just one white wine and one red wine since the 1970s, we believe every vintage should be better than the last, and we spare no expense in that pursuit," said Kruse, who joined Jordan Winery in 2006. "Finding new ways to improve our wines year after year, while maintaining our signature style, is quite the challenge and keeps things fresh and interesting."



Innovation

While Jordan Winery honors old world methods, they also embrace innovation. In 1972, the Jordans purchased land in Sonoma's Alexander Valley and planted vineyards. By 1974, they realized they wanted a winery too and purchased 1,200 acres that overlooked their new vineyard.

That same year, the Jordans hired Bay Area architect Bob Arrigoni to construct a state-of-the-art, 58,000-square-foot winemaking, warehouse, administration, culinary and hospitality chateau. (Arrigoni later constructed the family's estate residence in 1978.)

Under Tchelistcheff's guidance, the fledgling winery harvested its first vintage in 1979, releasing it in 1980. Kudos soon followed. Jordan Winery won a 1983 "Best Cabernet in America" award from the Beverage Tasting Institute in Hyde Park, New York for its 1979 Cabernet Sauvignon. Opened to international markets in 1984, it gained international renown in 1986 when the White House served Jordan wines at the Inaugural Anniversary Dinner Dance.

Yet despite its burgeoning prominence, Jordan Winery remained notoriously private. They rarely extended visitor invitations, except to a few members of the trade and media. This practice continued as wine clubs gained popularity throughout the 1990s and early 2000s, prompting area wineries to open their doors to the public. Jordan Winery did not.

"A lot of those wine clubs are really for wineries that make four or five different wines within their portfolio or vineyard designates," explained Maribel Soto, director of estate services and DTC for Jordan Vineyard & Winery. "Pulling from DTC to the wholesale market was not really an interest [at Jordan] and still continues to be that way."

Loyalty

In 2005, scion John Jordan assumed the helm of Jordan Winery as CEO. The trained attorney, aviator, Navy reservist and polyglot (Jordan speaks fluent German and Russian) fiercely maintains the family's focus on food, wine and hospitality. But he added a new dimension when he launched Jordan Winery's Rewards Program in 2008.

The rewards program pivots around loyalty. A soft launch initially drew from a mailing list that went back to 1995 (when the winery purchased its first computer) and contained over 20,000 long-time Jordan wine fans. Today, that mailing list exceeds 70,000 members.

The list included members who purchased wines directly from Jordan, as well as those living in states that prohibit wine shipments, who purchased Jordan wines at restaurants and stores. "We wanted to really capture and provide some additional content for all of those Jordan fans, [whether] they were buying direct or not," said Soto. "With that motto of 'wherever you buy Jordan, we are happy, and we thank you!'"

Unlike traditional wine club memberships, Jordan Winery's rewards program requires no signing fee nor minimum wine purchase. Instead, membership commences upon joining the winery mailing list and works on a point system. Members earn 3,000 points upon joining, then accrue three points per dollar for every purchase made at the winery, online or via phone. Accumulated points, which never expire, apply to elite rewards and perks, which vary according to membership levels.

Lifetime spending amounts determine inclusion into one of four membership levels: Bronze, Silver, Gold or Platinum. Members with a lifetime spending of less than \$499 enter the Bronze level, thereby receiving a biweekly newsletter with perks, like reduced seasonal shipping or advanced notice of member events. A lifetime spending history of \$500 or more earns Silver membership, a lifetime spending history of \$2,500 merits Gold membership, and a lifetime spending history of \$5,000 offers Platinum membership.

To redeem points, members pay an introductory redemption fee, plus points. Redemption fees and points decrease with ascending membership levels. Thus, Silver member rewards fees start at \$60 per person, plus 1,800 points, whereas Platinum members pay the lowest discount price with the fewest points: \$30 redemption fee per person, plus 1,200 points.

TECHNICAL REVIEW: JORDAN: 50 Years of Hospitality

Jordan Vineyard & Winery

1474 Alexander Valley Road | Healdsburg, CA 95448 | 707.431.5250 | www.jordanwinery.com

Owners/Principals

John Jordan, owner and chief executive officer
 Maggie Kruse

Director of Agricultural Operations:

Brent Young

Grower Relations Manager: Dana Grande

Executive Chef: Todd Knoll

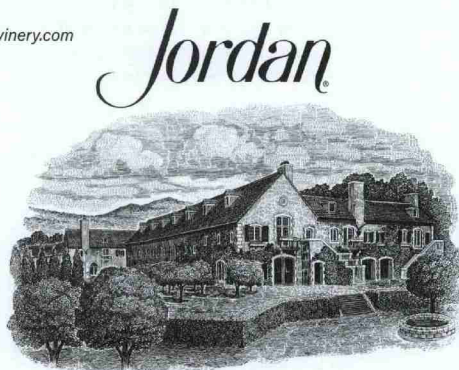
Director of Estate Services & DTC: Maribel Soto

Year Bonded 1972

Winery Case Production 100,000

Average Bottle Price \$40-\$215

Direct-to-Consumer Sales 10%



LIGHTSPEED FILMS

HOSPITALITY SPACE

Year Built: 1978-1979

Size (square feet): 58,000

STRUCTURAL

Architect (1970s/original): Bob Arrigoni

Architect (2022-23/lobby remodel): Scott P. Bartley of Hall & Bartley

Interior design (2021-2023): Maria Haidamus

Landscape architect (2020-2023): Ann Rosmarin

Flooring (1970s/original): Hexagon terracotta imported from Southern France

Flooring: Library is still the original herringbone wood floors, restained in 2021

TASTING ROOM

Furniture (1970s/original): Personally sourced from antique dealers in France and the U.S.

Founder Sally Jordan's Louis XV chairs were painted by Willem Racké Studio and reupholstered in Panier de Fleurs Indigo by Le Gracieux

Custom trestle-style French farmhouse table made of Alder wood by Urban Wood Phoenix of Arizona found on Etsy
 19th-century French press found on Chairish

French dough box buffet in the Directoire style (more than 200 years old) sourced from Inessa Stewart's Antiques of Louisiana

Louis XIII nail-head chairs by Dennis & Leen, upholstered in Majilite Satchel Black Emerald.

Furniture (2021-2022 remodel): French carved wall art sourced by Mrs. Jordan for the original chateau construction, depicting scenes of harvest.

A four-foot tall, silvered-bronze, 18-light, Rococo chandelier from France circa 1880; each arm depicting grapevines with clusters of grapes, leaves and flowers with each bobèche shaped like an opening flower with a light acting as its stigma; center post adorned with scrolling elements, acanthus leaves and swags of flowers; and a silvered-bronze, winged cherub of Bacchus flying among the vines. An exceptional example of French bronze work and of the opulence of the period.

Lighting Solutions (2021-2022 remodel): 19th-century French gothic iron chandeliers with Fleur de Lis crowns, sourced from Fireside Antiques of Louisiana via 1stdibs

Point of Purchase Display Materials: iPad

Stemware Washers: Hobart

Wine Dispensers: Subzero

Wine Glasses: Riedel Vinum Series

SOFTWARE

Accounting software: Navision

Business Intelligence: Salesforce

Club Management: Commerce 7

CMS & Website: WordPress

Compliance: ShipCompliant

CRM- Direct to Consumer: MailChimp

DTC Software Suite: WinePulse

Shopping Cart: Commerce 7

Tasting Room POS: Commerce 7

Tasting Room Reservations: Commerce 7

Website Design: Revel Design

All Photos Courtesy of Jordan Vineyard & Winery

Ultimately, the rewards program delivers Jordan's trademark exclusivity. "In 2008, we rolled out specific experiences that were only available when you visited the winery," explained Soto. "Jordan has always had a culinary program, so we've always had wine and food pairings. But it gave them access to book a four-course lunch or a five-course dinner privately at the Jordan Estate, and overnight stays." Ever-evolving rewards experiences range from coveted library wine access and special culinary events to overnight stays, private tours and tastings.

Food and Wine Pairing

Following European tradition, Francophiles Tom and Sally Jordan created wines designed to pair with food. To that end, they hired French-trained executive chef Henri Charvet from Aix-en-Provence in 1976. Chef Charvet brought with him classic French culinary training, laying the foundation for Jordan's gracious food and wine program. A fusion of French and California cuisine, menus celebrate the effortless art of entertaining à table.

Today, Jordan's executive chef Todd Knoll uses sustainable cooking methods in addition to traditional ones. These include growing, foraging and purveying local ingredients. Culinary staff use every part of the plants they grow, thus, pea tendrils and fava bean blossoms may garnish plates, or Japanese red shiso herb blossoms accent salads. Even kitchen scraps and harvest grape pumice play a part, returning as compost to the garden. The menu also features honey from an estate apiary adjacent to the kitchen garden.

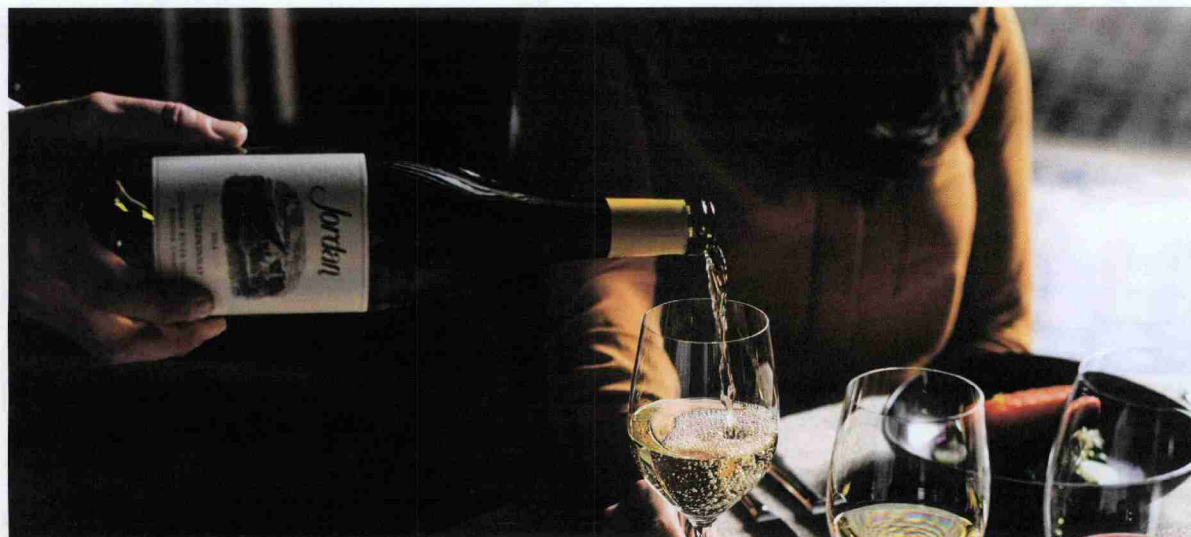
Daily, members of Knoll's team forage estate-wide for emerging wild mushrooms, greens, herbs and berries, bursting with a "taste of place." Even floral



arrangements and table settings echo this natural aesthetic, such as artfully placed lichen-draped oak branches or unusually shaped stone found during these expeditions.

From "Private Tables" and "Seasonal Lunches," to "Culinary Events," Jordan's culinary rewards proffer a lavish "snapshot of Sonoma," infused with French flair.

Jordan Vineyard & Winery Celebrates 50 Years of Hospitality



A stand-out “private table” experience pairs ultra-luxe champagne and caviar. Jordan Winery introduced the Jordan Cuvée by Champagne AR Lenoble and Jordan Chef’s Reserve Caviar by Tsar Nicoulai pairing in 2017. The impetus harkens back to 1987 when Tom Jordan founded a sparkling wine project christened “J.” Daughter Judy Jordan later assumed full ownership of “J” Vineyards and Winery before selling it in 2015. To slake members’ thirst for Jordan bubbles, the Jordan family partnered with Champagne’s Malassagne family to create Jordan Cuvée by Champagne AR Lenoble.

Concurrently, Jordan partnered with Sacramento County-based Tsar Nicoulai to craft proprietary Jordan Chef’s Reserve Caviar. As part of the collaboration, Jordan staff kayak along the Sonoma coast, collecting seawater and kombu kelp used to cure 100 percent, sustainably-harvested California white sturgeon roe.

Other sumptuous dining rewards include a “Casual” four-course paired luncheon on the terrace and a “Lavish” four-course paired luncheon served in either the French-themed dining room or on the terrace. The latter also concludes with a private tour of the winery château. A “Decadent” five-course dinner commences with a Champagne toast. Served in the dining room, limited seatings ensure intimacy.

Season-centric lunches and events add coloratura to dining choices. French-themed Epicurean Alfresco Luncheons run May through August while Harvest Luncheons span September through October. Menus rotate daily, both paired with Jordan wines served terrace-side. Harvest lunches, celebrating the end of grape harvest, date back to 1980 at Jordan.

Jordan Winery’s annual Valentine’s Day dinner proves the most popular seasonal event. “Valentine’s only comes once a year,” observed Soto. “Our Valentine’s dinner fills up very quickly because our dining room is pretty small—30 guests max—and includes a seven-course, Michelin star-rated [dinner]. It sells out usually within 15 minutes, and gives our Gold and Platinum members that exclusivity of being able to sit alongside other Gold and Platinum members.”

Jordan Winery also promotes regional wine and food events, including an inaugural Healdsburg Wine & Food Experience in May 2022. Attendees to this weekend gourmet extravaganza access participating wineries, restaurants and hotels that offer celebrity chef events, wine tastings and live

entertainment. Jordan Winery hosts a five-course, VIP luncheon with wine-maker Maggie Kruse and grower relations manager Dana Grande. A select group will also attend a VIP Magnum Party and 50th anniversary celebration at Jordan Club 50 lounge in Montage’s courtyard to enjoy large-format library vintages, food pairings, Champagne and cake.

Overnight Stays

Luxury overnight rewards cater to out-of-state and local members alike. Accommodations include three recently-renovated, French-themed Château suites, updated during the pandemic, along with a library and cellar room for hosting members.

The retrooled château suites offer rare Louis XIII-, XV- and XVI-period antiques, elegant French doors and windows, and sweeping, second-floor views of the estate. Additional appointments include a king-size bed, sitting area, fireplace and wet bar with mini-fridge.

“Because we already had many heritage pieces of historical and sentimental significance, the inspiration for the redesign projects was more about finding French styles that would complement the antiques John’s parents acquired more than 40 years ago,” noted Lisa Mattson, creative director at Jordan Winery. “Neoclassical pieces of the Louis XVI period, as well as barley twist elements from the Louis XIII period, were the two styles that Maria Haidamus and I both looked to bring the old antiques, new antiques and custom-made pieces together. The result is an interior design that blends two generations of both mother and son.”

Pampering continues with a complimentary, culinary staff-crafted continental breakfast, served in-room with French press coffee or Jordan Estate-foraged tea. Most overnight guests prefer to schedule dinner in the estate dining room. However, for members opting to dine in downtown Healdsburg, the winery provides complimentary round-trip transportation. Staff may also arrange curated wine dinners at downtown restaurant partners upon request for an additional fee.

The Wildwood at Jordan guest cottage offers a more private lodging experience. The two-bedroom, two-story, craftsman-style retreat nestles atop a hillside, offering secluded mountain and woodland views. Downstairs



fittings include a full kitchen, living room and master bedroom with en-suite bathroom downstairs. Upstairs offers a guest room and loft with queen bed, linens, separate full bath and two decks suitable for sunset sipping.

Tours and Tastings

Tours and tastings perks capitalize upon Jordan's expansive estate grounds. The "Winery Tour and Tasting" combines a tour of Jordan's château, a walking winery tour and tasting, and seated food and wine pairing. A "Vineyard Tasting" experience takes guests outdoors for a hilltop vineyard wine and local salumi tasting. An adventurous "Estate Tour and Tasting" traverses remote estate reaches, ending with a scenic repast of Jordan wines, olive oils and chef-prepared delights. During the holidays, Jordan's "Holiday Tour and Tasting" at Christmas adds a seated food and wine pairing with winter goodies.

Interestingly, Jordan Winery's outdoor tour model proved invaluable during the pandemic. "For us, it was actually very unique because we had an opportunity to open up a little bit sooner than some of our neighboring wineries," Soto explained. "We were actually the first winery to open under the first shutdown. And we were able to open in May [because] the first thing that opened up in our state, at least in Northern California, was parks and recreation." While other winery DTC programs struggled during the pandemic, Jordan Winery thrived.

Thanks to Jordan's astute marketing department, the winery developed public hiking experiences throughout the 1,200-acre estate as soon as regional parks and recreation areas re-opened. "We thought it would be a great opportunity to allow people to come to Jordan, enjoy the outdoors and focus on our sustainability efforts," Soto said. The 4-mile hike included a pre-existing map created for pre-pandemic guest experiences, plus food and wine to-go. "Grab and go" kits included locally-sourced charcuterie and cheese, estate-sourced salads and crudité, Jordan Winery extra virgin olive oil and a bottle of Jordan wine.

Eventually, as a result of relaxed statewide pandemic health and safety requirements, the winery ended public hiking experiences in 2022, with one

exception: a series of three Earth Day excursions for a maximum of 18 guests. "Now that we're able to be open for some of the other beautiful experiences that we offer, like seven-course dinners, overnight stays and private lunches to our members," said Soto, "we really wanted to go back and focus on that area."

Sustainability and Green Business

From the start, sustainability and green business practices inform Jordan Winery's entire operations. This includes a water reclamation pond built when the winery was constructed in the early 1970s. "We have a beautiful water reclamation pond on the estate that goes into our lower lake, which is about 6 surface acres," noted Soto. "The second lake is about 10 surface acres, but that lower lake recycles and reuses all the non-potable water throughout the winery."

Jordan uses the reclaimed water for tank and barrel sanitation, winery cleaning and grass irrigation. "We are very fortunate," acknowledged Soto. "We have a very large water supply on the Jordan estate, which tends to be a topic in California, with water being so scarce."

Remote monitoring systems maximize irrigation efficiencies and mitigate vehicle impacts upon the ecosystem. The monitoring tools track weather and water systems via iPhones, iPads and computers. Vineyard crews also practice selective no-till farming to reduce soil disturbances and tractor emissions. Additionally, the winery uses wind machines instead of water for frost protection.

Jordan also invests in efforts to reduce power consumption. "Everything, from redoing our roof to going to all LED lighting," explained Soto, "were some of the efforts—cutting our energy use at the winery, [installing] solar panels—2,000 solar panels on the estate that run the winery." During summer months, the solar panels produce over 100 percent needed energy, which Jordan sells back to Pacific Gas and Electric (PG&E).

Mindful conservation underpins other Jordan estate undertakings. During the 1990s, phylloxera destroyed the winery's original Alexander Valley vineyards. Jordan moved uphill to their estate property to replant. They also planted olive groves, a chef's garden and fruit trees to increase biodiversity, leaving wide swaths of open spaces, mature trees and buffer zones.

While vineyards don't need pollination, fruits and vegetables do. Besides a well-established apiary, the winery also supports bumblebee and Mason bee habitats. Moreover, since 1996, the winery has hosted local beekeepers' hives during winter. This pre-almond blossom season "staycation" allows guest bees time to fatten up on Jordan Estate's biodiverse bounty. Through an alliance with Pollinator.org, Jordan assists other pollinators, like Monarch butterflies, beetles and hummingbirds, by converting former pastures and open areas into native grass, wildflower and legume habitats.

"Responsible stewardship of our 1,200-acre estate is a significant focus for us at Jordan," said Brett Young, director of agricultural operations. "Our goal is to preserve and nurture the precious biodiversity as much as possible. Only about 10 percent of the estate is planted to vines; the rest is dedicated to natural spaces, including our native pollinator sanctuaries. Maintaining a balanced, thriving ecosystem allows us to apply the smallest human input to maintain our estate vines."

These accumulated efforts have earned Jordan Winery numerous sustainable certifications, including Sonoma Green Business Program, Bay Area Green Business Program, Fish Friendly Farming, Fish Friendly Farming Light Touch Award, Fish Friendly Ranching, Bee Friendly Farming, EverGreenSonoma Clean Power and Sonoma County Sustainable certification.

Most recently, the winery completed the California Sustainable Winegrowing Alliance's rigorous Certified California Sustainable

certification for both vineyard and winery in 2019. This statewide certification involves painstaking, third-party verification of required vineyard and winery sustainability practices.

Digital

Finally, an extensive online presence helps amplify Jordan Winery's multi-pronged DTC program. This includes the award-winning Jordan Winery blog, which shares winery news, vineyard and cellar updates, compelling photos and more, often directly from the winery principals themselves.

“Our goal is to preserve and nurture the precious biodiversity as much as possible. Only about 10 percent of the estate is planted to vines; the rest is dedicated to natural spaces, including our native pollinator sanctuaries.”

Brett Young, director of agricultural operations

Jordan also publishes Jordan Wine Country Table print magazine, featuring food, wine, travel and entertaining tips and recipes. The online version also posts entertaining how-to demonstration videos, plus favorite appetizers, entrées and desserts to pair with Jordan wines.

While active across all social media sites, Jordan started a VIP Facebook page for Silver, Gold and Platinum Members. Here, members can connect with one another and provide valuable feedback, instrumental in perfecting rewards experiences.

E-commerce and virtual tastings also gained traction. “Virtual tastings became something that we were doing on a regular basis,” stated Soto. “Hosting everything, from a small virtual tasting for two of our members to big corporate ones for 40 to 50, and sometimes even over 100 [people].”

Moving forward, Soto anticipates continuing across these digital platforms. As for other future improvements, the winery plans more multi-city “welcome experiences,” plus lobby renovations to increase indoor entertaining areas for members, along with more first-rate food, wine and hospitality experiences. **WBM**