



# BRAND STANDARDS

2023-2024

*Jordan*



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# TABLE OF CONTENTS

---

3 Brand Essence

## 4 BRAND ELEMENTS

---

5 Logo  
6 Logo Usage  
7 Color Palette  
9 Typography  
13 Text Style & Formatting  
15 Graphic Elements  
16 Photography

## 17 PACKAGING

---

18 Wine  
19 Shippers  
20 Olive Oil  
21 Spices  
22 Caviar Box & Insert  
23 Wine Gift Boxes  
24 Wooden Wine Boxes  
25 Collaborations

## 26 PRINT APPLICATIONS

---

27 Business Card  
28 Stationery Suite  
33 Tissue Paper and Stickers  
35 *Wine Country Table* Magazine  
36 POS Examples  
37 Sales Materials

## 42 DIGITAL APPLICATIONS

---

43 Website  
44 Email Blast Elements  
45 Blogs: *Journey of Jordan*  
and *Wine Country Table*  
46 Social Media

## 47 DESIGN

---

48 Architecture  
50 Interior & Exterior Design  
52 Hospitality Supplies  
53 Florals  
54 Event Decorations & Signage



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## BRAND ESSENCE

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*Jordan*<sup>®</sup>

### CLASSIC, RELEVANT, TIMELESS

Founded in 1972, we have focused on just three things: chardonnay, cabernet, and hospitality. Jordan Vineyard & Winery was inspired by the great wine estates of France and the timeless connection between food, wine and hospitality. Now under the guidance of second-generation owner John Jordan, our 1,200-acre estate is an extension of these traditions, where our iconic chateau, gardens and inventive cuisine create a distinctive sense of place. The winery and vineyards are certified sustainable.







## BRAND ELEMENTS

- 5 Logo
- 6 Logo Usage
- 7 Color Palette
- 9 Typography
- 13 Text Style & Formatting
- 14 Graphic Elements
- 15 Photography



## LOGO

The Jordan logo should always appear in a single color or reversed out of a dark color, as shown below. It is preferable to use primary brand warm black or primary brand warm gray.

DIGITAL DOWNLOAD

*When using the Jordan logo, always check to verify that you are using the correct logo. Older versions of the logo should never be used.*



WARM BLACK



WARM GRAY 412 U



WHITE (REVERSED IN WARM BLACK)

## INCORRECT LOGO USAGE



PREVIOUS LOGO; ONLY USED ON OLDER SIGNAGE AND COMPANY VEHICLES.  
**DO NOT USE IN 2023.**



STRETCHED OR SKEWED LOGO



ANY OTHER COLOR LOGO



ROTATED LOGO



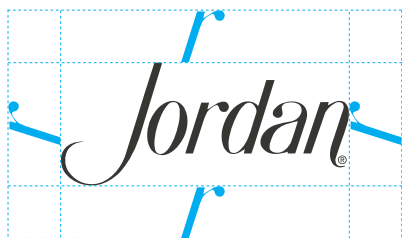
LOGO WITH OUTLINE OR ANY OTHER MANIPULATION



LOW RESOLUTION,  
PIXELATED LOGO



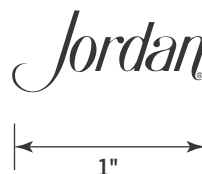
## LOGO USAGE



### CLEAR SPACE

To preserve the integrity of the Jordan logo, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Jordan logo is defined as the height of the “r” in the wordmark.

*This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.*



### MINIMUM SIZE

The primary logo may not be reproduced any smaller than one inch wide. Exempt from this requirement is special branded merchandise, such as pens.



### LOGO ALIGNMENT

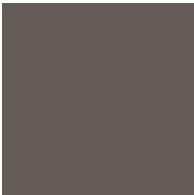

When centering the logo, the “J” can throw the logo off balance. The logo should be optically centered rather than technically centered.



# COLOR PALETTE | PRINT

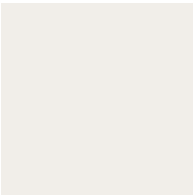
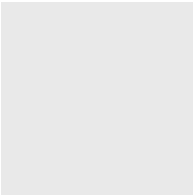
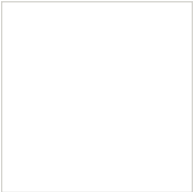
Along with the primary brand colors, secondary brand colors and brand accent colors can be used. Secondary brand colors are used primarily as background colors to support the primary brand colors. The brand accent color should be used sparingly.

## PRIMARY COLORS


	<b>WARM GRAY (PANTONE 412 U)</b>
	C57 M55 Y56 K26
	R101 G82 B99
	HEX #655C59
	<b>WARM BLACK</b>
	C67 M62 Y64 K57
	R55 G54 B51
	HEX #373633

Warm Black is the recommended text color.

## SECONDARY COLORS

	<b>WARM PASTEL GRAY</b>
	C4 M4 Y6 K0
	R241 G238 B233
	HEX #F1EEE9
	<b>NEUTRAL PASTEL GRAY</b>
	C7 M5 Y6 K0
	R233 G233 B233
	HEX #E9E9E9
	<b>WHITE</b>
	C0 M0 Y0 K0
	R255 G255 B255
	HEX #FFFFFF

## ACCENT COLOR

	<b>DARK GREEN (PANTONE 5555 U)</b>
	C67 M38 Y53 K13
	R91 G122 B113
	HEX #5B7A71



# COLOR PALETTE | WEBSITE

Along with the primary brand color, secondary brand colors and brand accent colors can be used. Secondary brand colors are used primarily as background colors to support the primary brand color. Brand accent colors should be used sparingly.

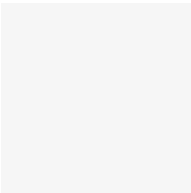
## PRIMARY COLOR



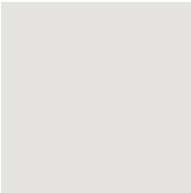
**WARM BLACK**  
R55 G54 B51  
HEX #373633

Warm Black is the recommended text color.

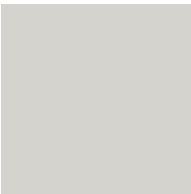
## SECONDARY COLORS



**LIGHT GRAY**  
R241 G238 B233  
HEX #F1EEE9



**WARM GRAY**  
R229 G227 B224  
HEX #E5E3E0



**NEUTRAL GRAY**  
R212 G211 B206  
HEX #D4D3CE



**WHITE**  
R255 G255 B255  
HEX #FFFFFF

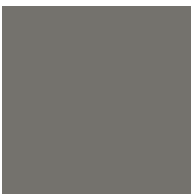
## ACCENT COLORS



**DARK GREEN**  
R91 G122 B113  
HEX #5B7A71



**LIGHT GREEN**  
R196 G208 B191  
HEX #C4D0BF



**MEDIUM WARM GRAY**  
R116 G114 B109  
HEX #74726D

# TYPOGRAPHY

## PRIMARY TYPEFACE

Termina is used for headlines and subheadings. Typically it is shown in all caps with generous tracking.

TERMINA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ,.?!\$#&;@()\*

### PERMITTED WEIGHTS

TERMINA LIGHT  
TERMINA REGULAR  
TERMINA MEDIUM  
TERMINA DEMI

## SECONDARY TYPEFACE

Trade Gothic Next Pro is used for subheadings and some body copy. The condensed version is used for subheadings in all caps.

Trade Gothic Next Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ,.?!\$#&;@()\*

### PERMITTED WEIGHTS

Trade Gothic Next Pro Light  
*Trade Gothic Next Pro Light Italic*  
Trade Gothic Next Pro Regular  
*Trade Gothic Next Pro Italic*  
TRADE GOTHIC NEXT PRO CONDENSED REGULAR  
TRADE GOTHIC NEXT PRO CONDENSED BOLD

## SECONDARY TYPEFACE

Baskerville URW is used for body copy and some subheadings.

Baskerville URW

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ,.?!\$#&;@()\*

### PERMITTED WEIGHTS

Baskerville URW Regular  
*Baskerville URW Regular Italic*  
Baskerville URW Medium  
Baskerville URW Bold

# TYPOGRAPHY

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## HEADLINE EXAMPLE

TERMINA REGULAR — 20PT

### THIS IS AN EXAMPLE OF A SUBHEAD

TRADE GOTHIC NEXT CONDENSED — 11PT

*This is an example of a subhead*

BASKERVILLE URW REGULAR ITALIC — 13PT

This is an example of body text. Uptae et, ullescit fugit quo etus explic tempedis aut accae magnis moluptat volum reptat doluptatio vendae. Aspit exerferumqui dolupta tinihillat. Sum harum porum rescium rem et rest, cor magnis reped que voluptaspid etus voloribusam invernates desequent des idusapist, conserit. Et lique is sinci asite offic tem entium qui doluptatur. Rum deremos alicil magnatiunt laboribus.

BASKERVILLE URW REGULAR — 10PT

#### **text link/CTA example**

TRADE GOTHIC NEXT BOLD — 9PT



## CANVA STYLES

### CANVA FONTS

Cormorant Garamond Medium

*Cormorant Garamond Medium Italic*

Gabriel Sans Condensed

Termina Regular

**Termina Medium**

**Termina Demi**

### CANVA COLORS

#373633

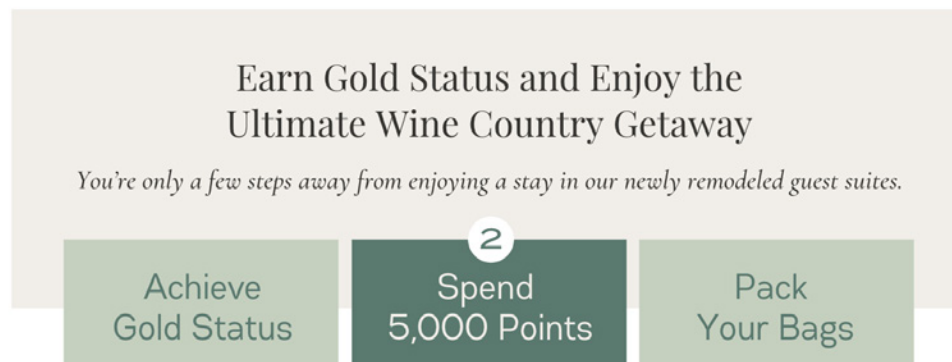
#5A796F

#C4D0BF

#F1EEE9

#D9D7D4

### STYLE EXAMPLES



# TYPOGRAPHY

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## WEB SAFE FONTS

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Use these fonts only when the primary brand fonts (Termina, Trade Gothic Next and Baskerville) and the designated Canva fonts (Cormorant Garamond and Gabriel Sans Condensed) are unavailable or incompatible with the media. **The below fonts should only be used for emails or internal documents and never for any printed materials or packaging.**

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ,.?!\$#&;@()\*

This font should only be used in place of Termina and/or Trade Gothic Next when those fonts are not available and/or compatible with a specific media format.

### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ,.?!\$#&;@()\*

This font should only be used in place of Baskerville URW when Baskerville URW is not available and/or compatible with a specific media format.

## TEXT STYLE & FORMATTING

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### Brand voice and tone:

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- Luxurious but not stuffy or pretentious
- Aspirational and inspiring
- Elegant and timeless
- Hospitable and approachable
- Straightforward with moments of wittiness and relatability

### MLA style manual and other text guidelines:

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- We mostly adhere to MLA style and should refer to the *MLA Handbook* for any formatting questions
- Commas in a series example: Champagne, chardonnay and cabernet sauvignon
- Wine grapes are not capitalized unless used with the brand Jordan or otherwise (Jordan Cabernet Sauvignon vs. cabernet sauvignon)
- Use active voice when possible
- Third person should be used for magazine articles, press releases and advertising
- First person should be used for consumer email blasts, blogs, website and social media



## TEXT STYLE & FORMATTING

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### Specific wording or numbers:

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- Use bud break, not buddbreak
- Use % with numerals and *percent* with spelled-out numbers (75% vs. four percent); Use percentage symbol with statistical copy or frequent use of numbers and use percent in prose that doesn't make extensive use of numbers. [MLA information here.](#)
- **Variety** refers to grape variety (chardonnay, cabernet, etc.); **Varietal** is an adjective and refers to the wine. It describes a wine that is made from a single or dominant grape variety. (Chardonnay varietal wine made from chardonnay variety grapes.)
- *Terroir* should always be italicized in print formats (magazine, etc.)
- Ampersand should be used for Jordan Vineyard & Winery (not “and” typed out)
- No “s” on “vineyard” in Jordan Vineyard & Winery
- Champagne should always be capitalized
- Places at the winery should be treated as proper nouns when used with the brand name, Jordan (Jordan Dining Room, Bacchus Courtyard, Jordan Estate vs. the estate or the dining room)
- “Wine Country” should be treated as a proper noun and should be capitalized (We hope you can visit us in Wine Country.)

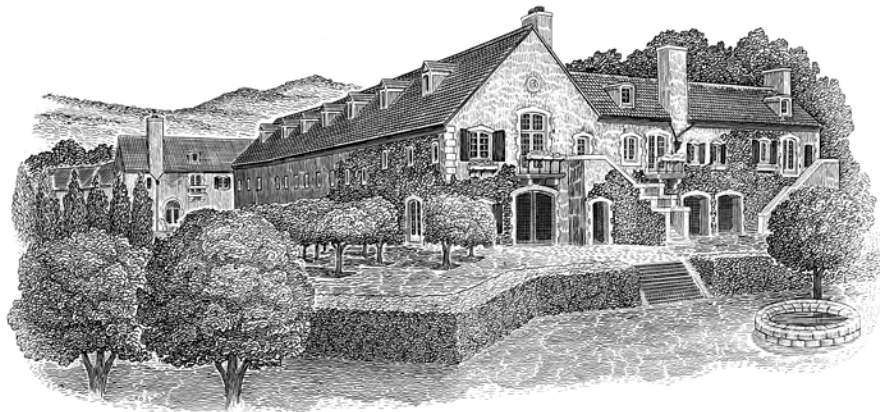
### Specific layout or format:

---

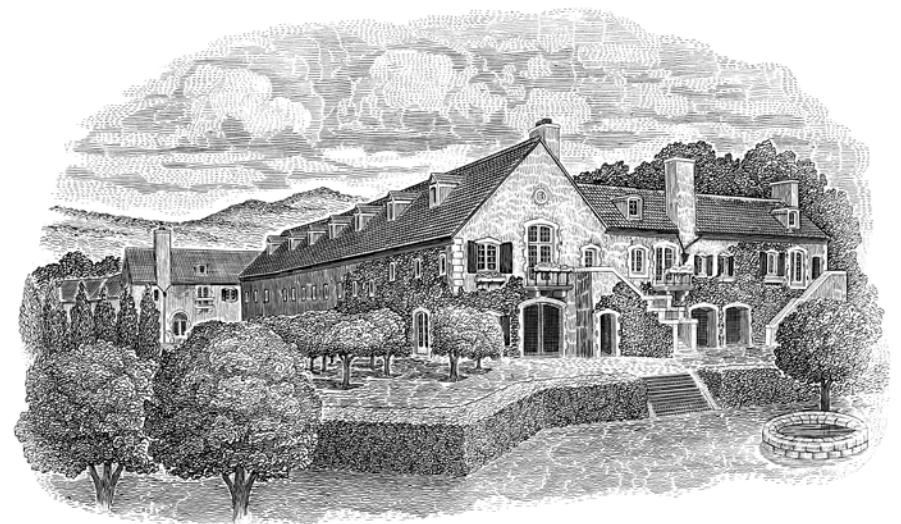
- Phone number formatting: (707) 431-5250
- No widows at end of paragraphs or orphans at beginning of paragraphs
- No end-of-line hyphens; push word to the next line
- Prepositions shouldn't be divided up at the end of a line break —so you should never have a line wrap with those on the end
- Always use typographer's quotes
- No periods after subheads
- Don't overuse italics (fine as a stylistic/design choice in some headlines, but remove from subheadings)
- No spaces before or after em dashes

# GRAPHIC ELEMENTS

CHATEAU ENGRAVING (WITHOUT SKY)



CHATEAU ENGRAVING



DIGITAL DOWNLOAD

# PHOTOGRAPHY



- A natural light and look is always preferred
- Lens flares are always a plus
- No excessive “filters” or over-editing in post-production
- Beautiful photography is very important to Jordan’s overall look and feel (as seen on our website, blogs, social media, annual magazine and more)
- At Jordan, we utilize Brandfolder as our Digital Asset Manager
- Photo and video libraries can be found on our website: [jordanwinery.com/trade-media/media-relations/](https://jordanwinery.com/trade-media/media-relations/)

DIGITAL DOWNLOAD



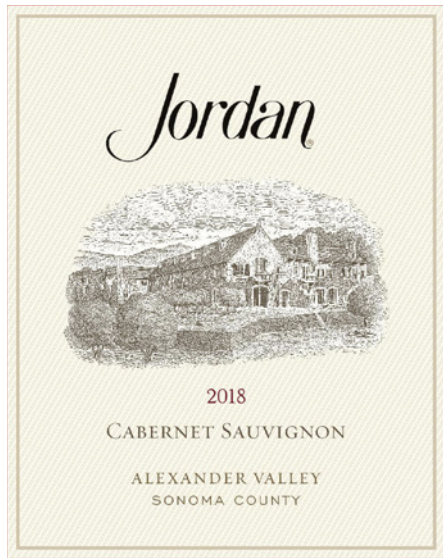


## PACKAGING

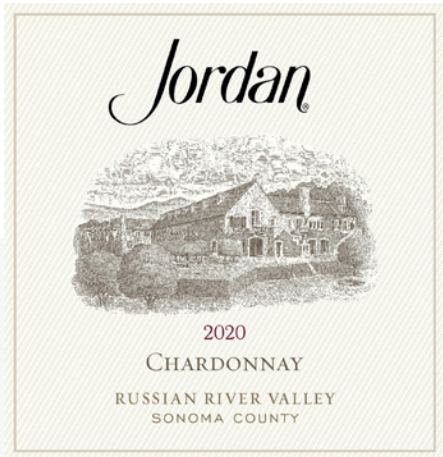
- 18 Wine
- 19 Shippers
- 20 Olive Oil
- 21 Spices
- 22 Caviar Box & Insert
- 23 Wine Gift Boxes
- 24 Wooden Wine Boxes
- 25 Collaborations



WINE



DIGITAL DOWNLOAD

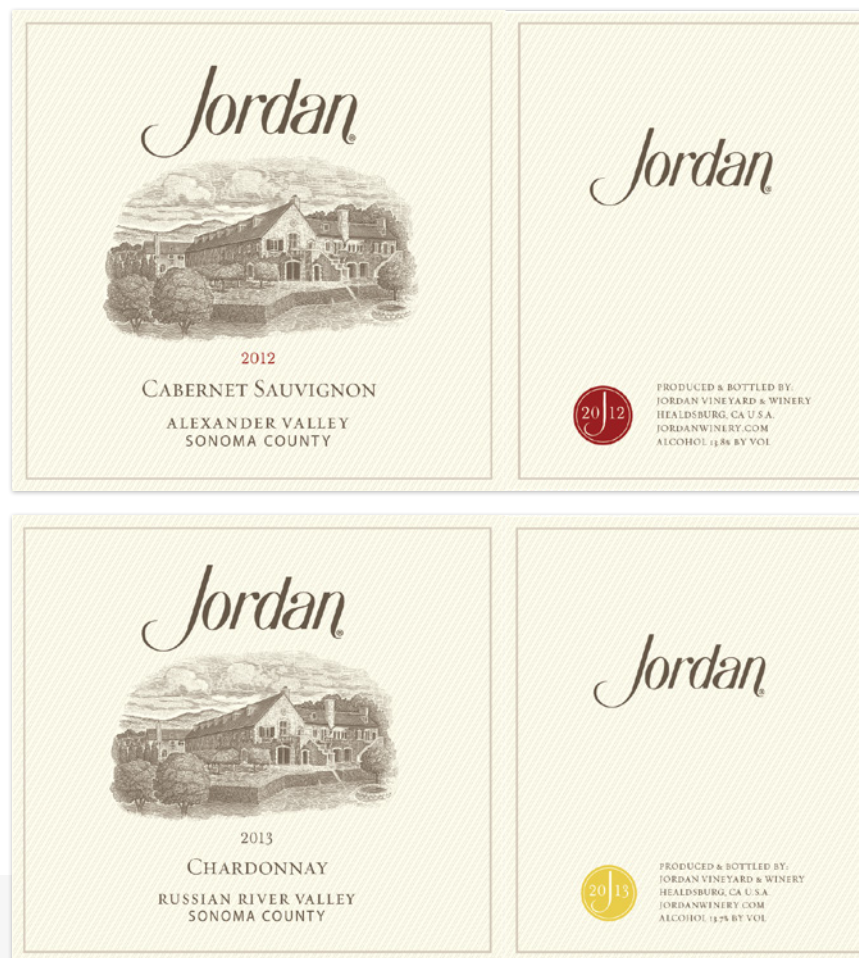


DIGITAL DOWNLOAD



DIGITAL DOWNLOAD

# SHIPPERS



FRONT AND SIDE OF SHIPPER BOX

These colors should not be used in any graphic materials without specific Jordan brand team approval.

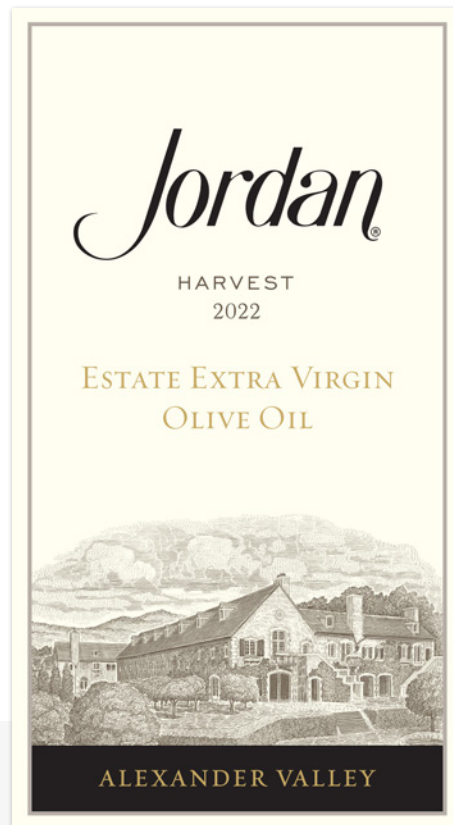


Pantone 187 U



Pantone 109 U

# OLIVE OIL



DIGITAL DOWNLOAD



# SPICES



## SMOKED SEA SALT

HAND-SELECTED BY  
JORDAN'S CULINARY TEAM

*Sea salt smoked  
with alder wood*

*Jordan*

## CABERNET LOVER'S DUKKAH

BLEND BY JORDAN'S CULINARY TEAM

*Hazelnut dukkah, pistachio,  
roses, pink peppercorn and  
fennel seed*

*Jordan*

## CHARDONNAY LOVER'S RUB

BLEND BY JORDAN'S CULINARY TEAM

*Calico fish rub, turmeric,  
fennel seed, dill, basil  
and lemon zest*

*Jordan*

## LAZY J RUB

BLEND BY JORDAN'S CULINARY TEAM

*Demerara sugar, kosher salt,  
cocoa powder, black peppercorn,  
coriander seed, ancho chile flake,  
New Mexico chile flake, lemon  
peel, cumin and garlic*

*Jordan*

## CAVIAR BOX & INSERT



*Jordan*

We hope you enjoy our curated collection of gourmet roes and caviar by Tsar Nicoulai. This gift set includes a special delicacy created in collaboration with Jordan's culinary team: the Jordan Chef's Reserve Caviar, which combines Tsar Nicoulai's sustainably farmed white sturgeon roe with the chef's foraged Sonoma Coast sea salt and kombu.

The Chef's Reserve is available exclusively at Jordan.

*Learn more about our wine pairing suggestions at [jordanwinery.com/caviar-set](http://jordanwinery.com/caviar-set).*

### ABOUT THE PARTNERSHIP



The foundation for this partnership, apart from a long friendship between Tsar Nicoulai and Jordan, was the careful selection of a specific caviar for the chef's cure. Tsar Nicoulai produces 15 varieties of the cured sturgeon roe in Northern California, and the reserve-level caviar was chosen for its supple pairing with Jordan Cuvée by Champagne AR Lenoble and Jordan Chardonnay.

### HOW TO STORE

When refrigerated properly (between 32° and 38°F), vacuum-sealed caviar will maintain its freshness until the expiration date indicated on the package. To preserve the best flavor and texture, place in a bowl of ice in the coolest part of your refrigerator (usually the back) and refresh ice once a day.

Once opened, caviar should be consumed within one day.

The shelf life of a 1-ounce jar of caviar is 60 days.

*For any questions or concerns regarding the caviar and gourmet roes, please email [concierge@tsarnicoulai.com](mailto:concierge@tsarnicoulai.com).*

### SHARE YOUR PHOTOS WITH US



@jordanwinery @therealtsarnicoulai

## WINE GIFT BOXES





## WOODEN WINE BOXES





## COLLABORATIONS



NV BRUT JORDAN CUVÉE BY CHAMPAGNE AR LENOBLE

[LEARN MORE](#)



JORDAN CHEF'S RESERVE CAVIAR BY TSAR NICOULAI

[LEARN MORE](#)



ARTISAN SALUMI TRIO BY JOURNEYMAN MEAT CO.



GOURMET CHOCOLATES BY LE BELGE CHOCOLATIER

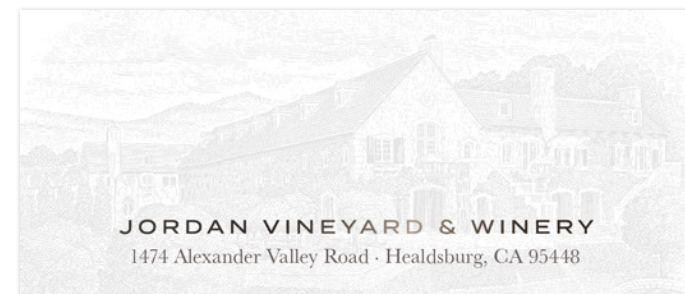


## PRINT APPLICATIONS

- 27 Business Card
- 28 Stationery Suite
- 33 Tissue Paper
- 34 Stickers
- 35 *Wine Country Table* Magazine
- 36 POS Examples
- 37 Tasting Cards
- 38 Sales Sheets
- 39 Vintage Reports
- 40 Sales Brochure
- 41 Brand and JER Cards

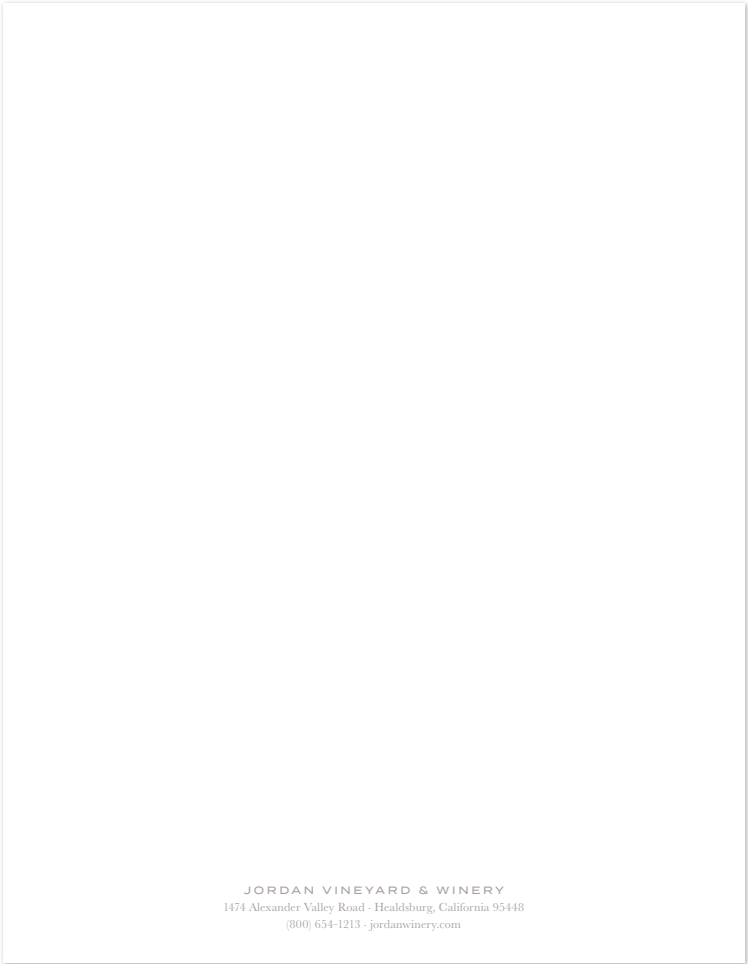
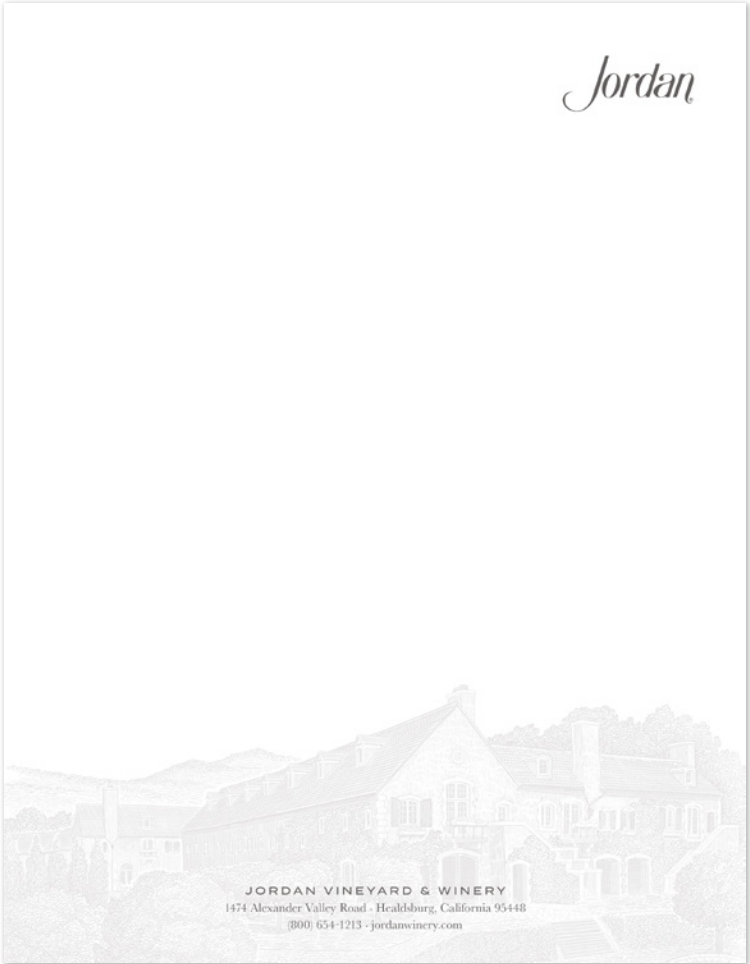
Sustainability and environmental stewardship is very important to Jordan. Sustainable products should be sourced whenever possible for all print materials, packaging, construction and design. Please avoid purchasing or renting goods overseas and please avoid single-use items and plastics that cannot be recyclable. We consider this an essential extension of the sustainability and land stewardship principals that are a part of our core values.

## BUSINESS CARD



# STATIONERY SUITE

## LETTERHEAD





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# STATIONERY SUITE

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## LETTER ENVELOPE



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**PRODUCTION NOTES**

**INK** Pantone 412 U

**STOCK** Classic Crest, Bare White, Eggshell Finish

**SPECIAL EFFECTS** Infinity Foil 19 Gunmetal (Jordan logo)

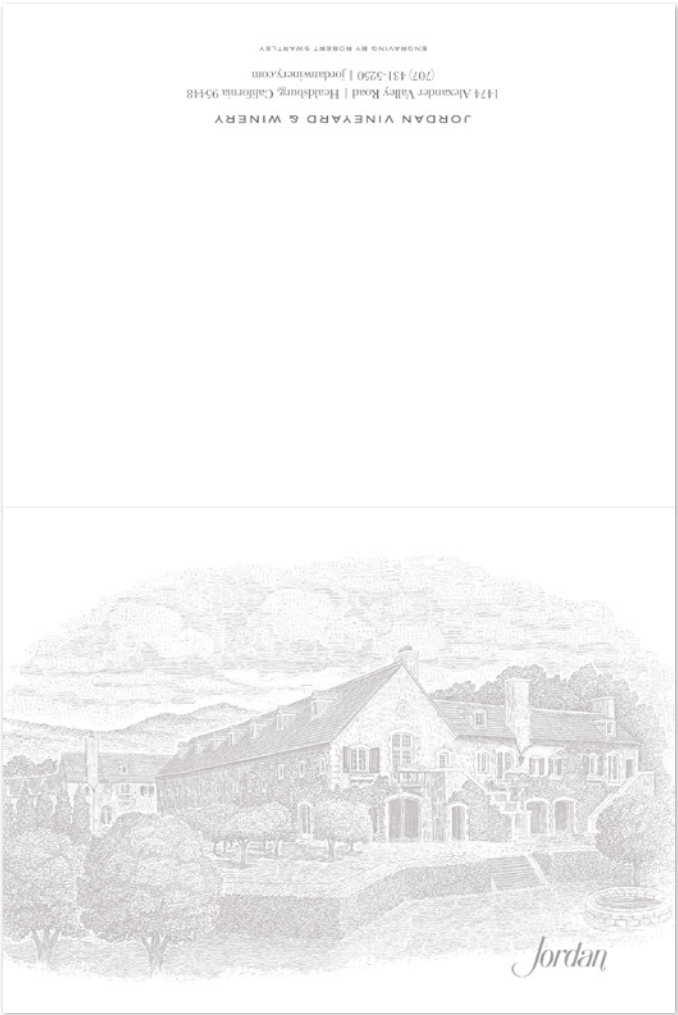
# STATIONERY SUITE

## LARGE ENVELOPE



# STATIONERY SUITE

## CHATEAU NOTE CARD AND ENVELOPE



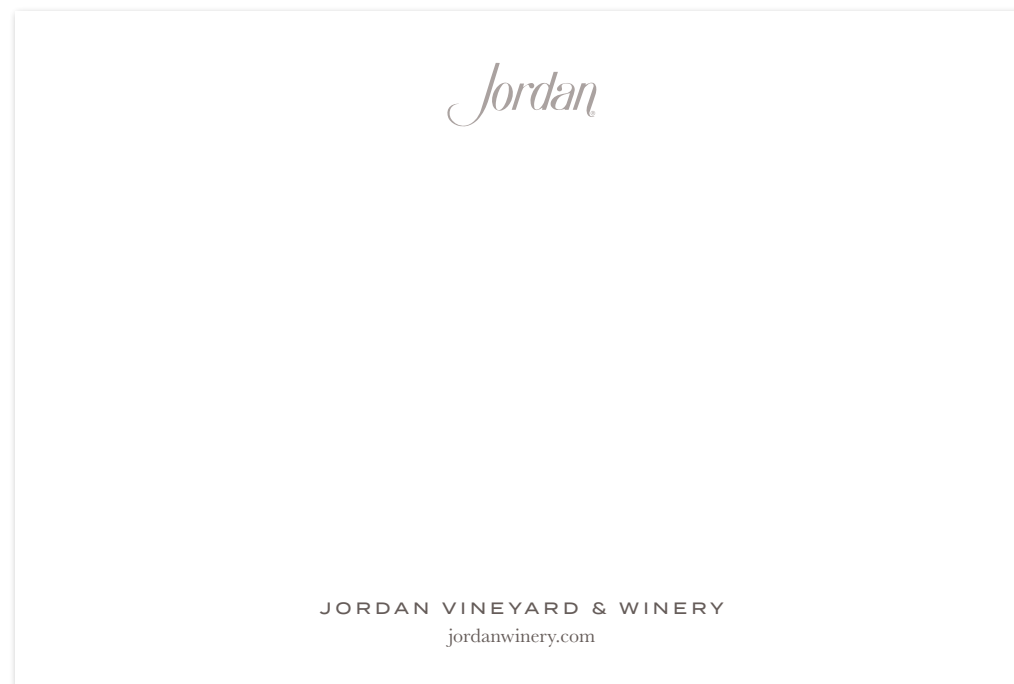
**PRODUCTION NOTES**    **INK** Pantone 412 U, Pantone 407 U    **STOCK** Classic Crest, Bare White, Eggshell Finish    **SIZE** 6.25”w x 4.5”h (folded)

# STATIONERY SUITE

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## SINGLE SHEET NOTE CARD

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# TISSUE PAPER



PRODUCTION NOTES      INK Pantone 409 U      TISSUE PAPER Satin Wrap Taupe

# STICKERS

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## LARGE STICKER



2" ROUND

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## SMALL STICKER



1.5" ROUND

# WINE COUNTRY TABLE MAGAZINE

Explore Jordan's *Wine Country Table* magazine, featuring in-depth food and wine stories, recipes, wine country news and much more. Read the digital editions on our website: [jordanwinery.com/magazine](http://jordanwinery.com/magazine).



# POS EXAMPLES



SHELF TALKER



CASE CARD

The color palette for these POS pieces was chosen to complement the packaging and shippers.

C26 M97 Y98 K23  
R154 G36 B33  
HEX #992421

C22 M82 Y100 K12  
R178 G74 B38  
HEX #B24A25

C5 M6 Y10 K4  
R229 G223 B215  
HEX #E4DFD6

C1 M1 Y5 K0  
R251 G249 B240  
HEX #FBF9F0







# SALES SHEETS

## 2019 CABERNET SAUVIGNON

Alexander Valley



*"The 2019 harvest was my first official vintage as head winemaker, and I couldn't have asked for a more beautifully balanced and challenging growing season for Jordan Cabernet. In 2019, we had a rainy spring and moderate summer that resulted in a structured, concentrated and elegant final blend. I'm loving how seamlessly the tannins have integrated after aging two years in bottle and can't wait to see how this wine continues to evolve for years to come."*

—Maggie Kruse, winemaker

### WINEMAKER'S TASTING NOTES

Intense aromas of ripe black cherry, graphite and blackberry interlace with a lovely violet floral note. The palate is inviting and well balanced, exuding flavors of blueberries, cassis and boysenberry that are all beautifully interwoven with silky tannins from the French oak barrels. The dark fruit flavors and delicate acidity evolve beautifully in the glass and linger on the palate. Enjoy now after decanting for 30 minutes or cellar through 2039.

### CHEF'S PAIRING SUGGESTIONS

The dark fruit flavors, silky palate and beautiful structure make it a decadent wine for food pairing. This wine's elegance, acidity and spice notes complement grilled or roasted dishes, such as coq au vin, lamb ragu or roasted salmon with miso. The 2019 Cabernet Sauvignon's earthiness even complements vegetarian dishes, such as roasted vegetables, mushroom risotto and ratatouille.

**HARVEST DATES:**  
September 13-October 17, 2019

**VINEYARDS:**  
More than 50 vineyard blocks from Jordan Estate and 14 family growers

**FERMENTATION:**  
Lots kept separate by vineyard; 15 days extended maceration; every lot reevaluated after 11-day primary fermentation; malolactic fermentation completed over 14 days in upright oak casks before assemblage to create our "barrel blend."

**COOPERAGES:**  
Barrels from four French coopers were selected based on blind tastings and vintage flavor profile; primarily medium toast.

**AGING:**  
100% French oak for 13 months;  
42% new and 58% one-year-old barrels.

**SELECTION:**  
Post malolactic fermentation, individual lots were blind tasted and ranked, then assembled into our "barrel blend." After one year in barrels, the "barrel blend" was reassessed and only top lots were combined for the final master blend.

**VARIETAL BLEND:**  
80% cabernet sauvignon, 10% merlot,  
8% petit verdot, 2% malbec

**APPELLATION:**  
Alexander Valley

**REGIONAL SOURCES:**  
87% Alexander Valley, 11% Mendocino County, 2% Dry Creek Valley

**FINAL ANALYSIS:**  
Alcohol: 13.6%; T.A.: 0.63 g/100mL;  
pH: 3.55; R.S.: 0.03%;

**BOTTLING DATES:**  
June 18-August 6, 2021  
Egg-white fined and filtered before bottling

**RELEASE DATE:**  
May 1, 2023

Jordan

JORDANWINERY.COM | @JORDANWINERY

## 2021 CHARDONNAY

Russian River Valley



*"The 2021 vintage was a winemaker's dream. It was another year of low rainfall, and the growing season was generally cooler with no significant heat spikes. The mild season and introduction of new vineyard sites in the western Russian River Valley resulted in extended hang-time and allowed the fruit to develop more concentration. The 2021 is one of the most balanced Chardonnays we've ever made and has a rich minerality that will age beautifully."*

—Maggie Kruse, winemaker

### WINEMAKER'S TASTING NOTES

Beautiful aromas of grapefruit, Meyer lemon and citrus blossom jump right out of the glass. With anticipation, the first sip is just as opulent, bright and alive as the aromatics. Flavors of citrus, Asian pear and lemon peel balance seamlessly with the subtle French oak notes—all supported by uplifting acidity. Enjoy now or cellar through 2031.

### CHEF'S PAIRING SUGGESTIONS

With its brightness and lively citrus elements, the 2021 Jordan Chardonnay makes a wonderful aperitif and is also a versatile food pairing wine. Unlike many fuller-bodied chardonnays, Jordan Chardonnay creates a nice contrast of flavors with seafood such as salmon or oysters. It also has the structure and balance to pair beautifully with spicy Asian dishes and even heavier dishes like a porchetta.

**HARVEST DATES:**  
September 7-September 20, 2021

**VINEYARDS:**  
18 vineyard blocks from seven growers

**FERMENTATION:**  
Clusters destemmed and gently pressed at night to extract freshness and acidity while avoiding unwanted phenolic character from the skins. Inoculated and fermented 11 days in 51% new French oak barrels and 49% in stainless steel tanks. Riddage was limited to six weeks and malolactic fermentation to 14% to ensure that aromas were not masked by a buttery component.

**SUR LIE:**  
Four months of sur lie aging (in both stainless steel and barrel) to bring a touch of creaminess to the mid-palate.

**COOPERAGES:**  
French oak barrels from five coopers were chosen based on grain tightness, low tannin potential and light toast levels, allowing for the purity of the fruit to shine.

**AGING:**  
5.5 months in 100% new French oak barrels

**VARIETAL:**  
100% chardonnay

**APPELLATION:**  
100% Russian River Valley

**FINAL ANALYSIS:**  
Alcohol: 13.7%; T.A.: 0.74 g/100mL;  
pH: 3.32; R.S.: 0.04%

**BOTTLING DATES:**  
July 21-August 2, 2021  
Fined and filtered before bottling

**RELEASE DATE:**  
May 1, 2023

Jordan

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# VINTAGE REPORTS

## 2019 JORDAN ALEXANDER VALLEY *Vintage Report*



*Bookended by heavy rains and wildfire, Mother Nature certainly put on a show in 2019. Neither the deluge nor the smoke negatively impacted Jordan's vineyards or wines, but they did brand the vintage as one we'll never forget. Despite all the challenges, we're extremely excited about the 2019 Jordan Alexander Valley Cabernet Sauvignon. It's truly a showstopper. – Maggie Kruse, winemaker*

### GROWING SEASON

Winter brought record-breaking rainfall, which delayed bud break into late March and early April. Combined with cool temperatures, this put us on track for a normal start time for harvest—well into September rather than the August starts we experienced during the drought years. The biggest surprise early in the growing season was the two inches of rainfall we received in early May, which is a rare occurrence in Northern California. Fortunately, many vineyards had not begun flowering due to the cool spring, so the rain did not significantly affect yields. With average temperatures throughout the summer, fruit development progressed nicely.

### VINEYARDS

The final blend for the 2019 Jordan Cabernet Sauvignon began with 51 vineyard blocks from Jordan Estate and 15 family growers. We select our vineyard sites for their well-drained, gravelly soils in the warmer Alexander Valley, which allow the grapes to gain physiological maturity without sacrificing pure varietal character, bright acidity and moderate sugar levels. To ensure that we receive the best-quality fruit, Jordan's growers are paid by the acre rather than by the ton, and are further rewarded for farming decisions that enhance quality. It is this necessary combination of climate, soil and husbandry that shares a common thread with the grand cru classé Bordeaux that inspire our style of winemaking.

### VITICULTURE

Due to a heavy crop that had formed by June, our vineyard crew made an aggressive pass throughout the vineyards to drop any clusters that were lagging in maturity. This practice of thinning after fruit set is a sacrifice of quantity for flavor, allowing the vines to focus their energy on growing a smaller, more flavorful crop. In August during veraison, when the grapes start to turn color and soften, we went through each vineyard block again and dropped any clusters that were unevenly ripening and behind in maturity.

### HARVEST

Picking began as normal on September 13, but temperatures shifted dramatically in the middle of harvest. On September 25, the high reached 103 degrees Fahrenheit; the following day it peaked at only 69 degrees. When we began crushing merlot, we marveled at the incredible fruit flavors and intensity. This would be the second outstanding harvest in a row in which the weather cooperated and yields were above average. The last of the grapes made their way into the hopper on October 17. Six days later, the Kincade Fire broke out in a mountainous area several miles northeast of Jordan. Despite road closures, a small crew made it into the winery to pump over the tanks and immediately close the lids to protect the wines from any smoke. A few days later, authorities issued a mandatory evacuation order for Healdsburg and the surrounding area—including Jordan. When we were finally able to return to Jordan a few days later, we quickly assessed all of the wine in tanks; they all smelled fantastic, with intense black-fruit aromas. Tannins were beautifully balanced even after pressing, and they only became smoother with aging.

## 2021 RUSSIAN RIVER VALLEY *Vintage Report*



*Following back-to-back years rife with nailbiter challenges, the 2021 vintage was a welcome return to normalcy. The vintage was not without obstacles, including drought, but through the trials of the past few years we've learned to handle recurring challenges with no negative impacts on the wine. Simply put: It was a stunner of a year. – Maggie Kruse, winemaker*

### GROWING SEASON

The winter of 2020-21 brought exceptionally low rainfall to Sonoma County for the second year in a row. When it did rain, most of it fell within a two-month period. The region received an average of 12 inches of rain, but it was mainly concentrated in December and January. Even in light rainfall years, we typically receive a few inches of rain during the spring to help get us to early summer when we will irrigate as needed. In 2021, however, we had very little rainfall, and it all came in the winter months. This forced us to irrigate the vines much earlier in the season, all while trying to ration water. Fortunately, great spring weather led to a balanced bud break and healthy shoot growth. As the growing season progressed, we noticed that the extreme drought was preventing berries from reaching their usual size, which ultimately contributed to their concentration and intensity.

### VINEYARDS

We blended the 2021 Jordan Chardonnay from 15 vineyard blocks, cultivated by seven growers. When selecting fruit sources for each vintage, Jordan seeks out vineyard sites in the Russian River Valley with moderately cool temperatures that allow for bright fruit flavors and crisp acidity, along with well-drained, gravelly soils that provide both physiologically mature grapes and minerality. This combination of climate and soil shares a common thread with the white Burgundies that inspire Jordan's winemaking style.

### VITICULTURE

In 2021 we set out to produce our first Jordan Chardonnay Super Blend—a "best-of-the-best" culmination of our favorite grower and estate vineyard blocks. We took three approaches to add layers of aroma, flavor and texture to the wine: seeking out cooler-climate vineyards that would contribute more bright acidity, minerality and citrus flavors; selecting grape clones with the ideal blend of sweetness, acidity and flavor; and adding an alternative aging vessel—the concrete egg—to enhance the wine's texture and mineral character without oak influence. We kept each vineyard block separate to independently assess their sensory characteristics, and then selected the best components for aging in a combination of concrete egg, French oak and stainless steel.

### HARVEST

During the previous vintage, there were times when we had to pick a few days ahead of schedule to keep the vines safe from wildfire smoke. In 2021, we had the luxury of picking when the fruit tasted delicious and was at its optimal ripeness. Harvest began on September 7 and the grapes continued to roll in at an easy pace with bright acidity and citrus flavors. A predicted lightning storm had us all concerned about fire potential on September 9, but fortunately, our fears were not realized. We completed harvest on September 20 with a larger yield compared to 2020. Drought conditions brought beautiful complexity to the fruit, and we were truly thrilled with the quality of this excellent vintage.

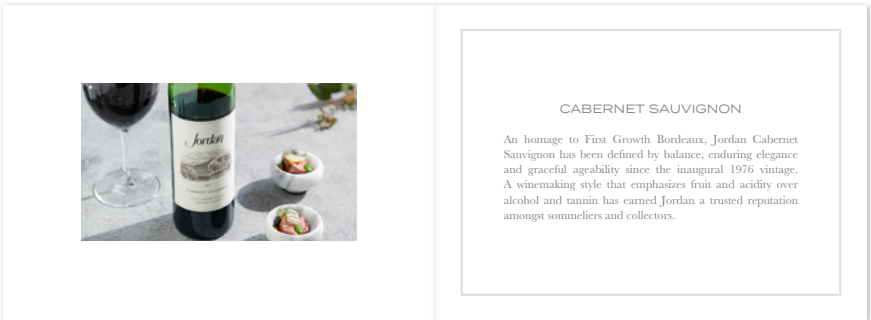
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# SALES BROCHURE



## CABERNET SAUVIGNON

An homage to First Growth Bordeaux, Jordan Cabernet Sauvignon has been defined by balance, enduring elegance and graceful ageability since the inaugural 1976 vintage. A winemaking style that emphasizes fruit and acidity over alcohol and tannin has earned Jordan a trusted reputation amongst sommeliers and collectors.



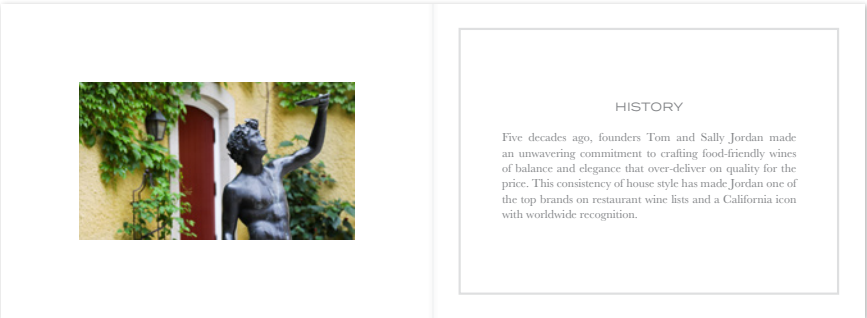
## JORDAN VINEYARD & WINERY

Jordan represents refinement, quality and consistency —California classicism expressed with a Francophile spirit. Founded in 1972, Jordan is today one of the authentic houses still family owned and sharply focused on crafting a singular red wine and a singular white wine of greatness.



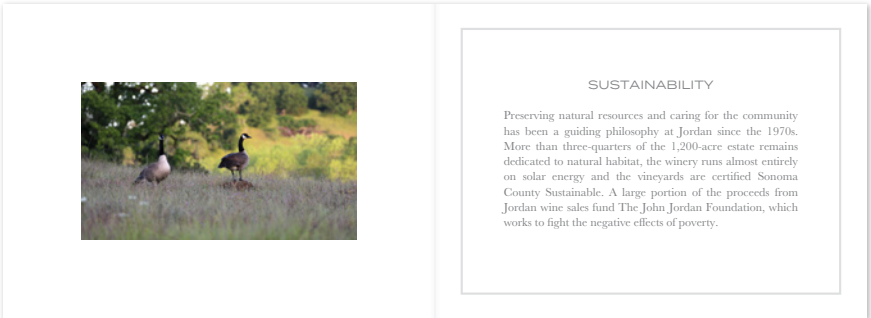
## CHARDONNAY

Often mistaken for a fine white Burgundy, Jordan Chardonnay has been a benchmark for balance since 1979, made to express crisp fruit flavors, vibrant acidity and a lingering finish. Every winemaking decision centers around preserving fruit aromatics and flavors, from night-harvesting grapes by hand to precise press cuts and delicate bâtonnage.



## HISTORY

Five decades ago, founders Tom and Sally Jordan made an unwavering commitment to crafting food-friendly wines of balance and elegance that over-deliver on quality for the price. This consistency of house style has made Jordan one of the top brands on restaurant wine lists and a California icon with worldwide recognition.



## SUSTAINABILITY

Preserving natural resources and caring for the community has been a guiding philosophy at Jordan since the 1970s. More than three-quarters of the 1,200-acre estate remains dedicated to natural habitat, the winery runs almost entirely on solar energy and the vineyards are certified Sonoma County Sustainable. A large portion of the proceeds from Jordan wine sales fund The John Jordan Foundation, which works to fight the negative effects of poverty.

COVER AND INTERIOR SPREAD SAMPLES



## BRAND AND JORDAN ESTATE REWARDS CARD

**WINE IS ONE OF LIFE'S GREAT  
CONVERSATION STARTERS.**

*Let's keep the connection flowing.  
Stay in touch online, and visit  
us in Sonoma County for intimate  
food and wine pairing experiences.*

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*Jordan*

**THANK YOU  
FOR JOINING US**

*Members of our loyalty program,  
Jordan Estate Rewards, receive  
500 bonus points for attending this  
event. If you're not a member, we  
invite you to sign up and receive  
3,000 additional rewards points.*

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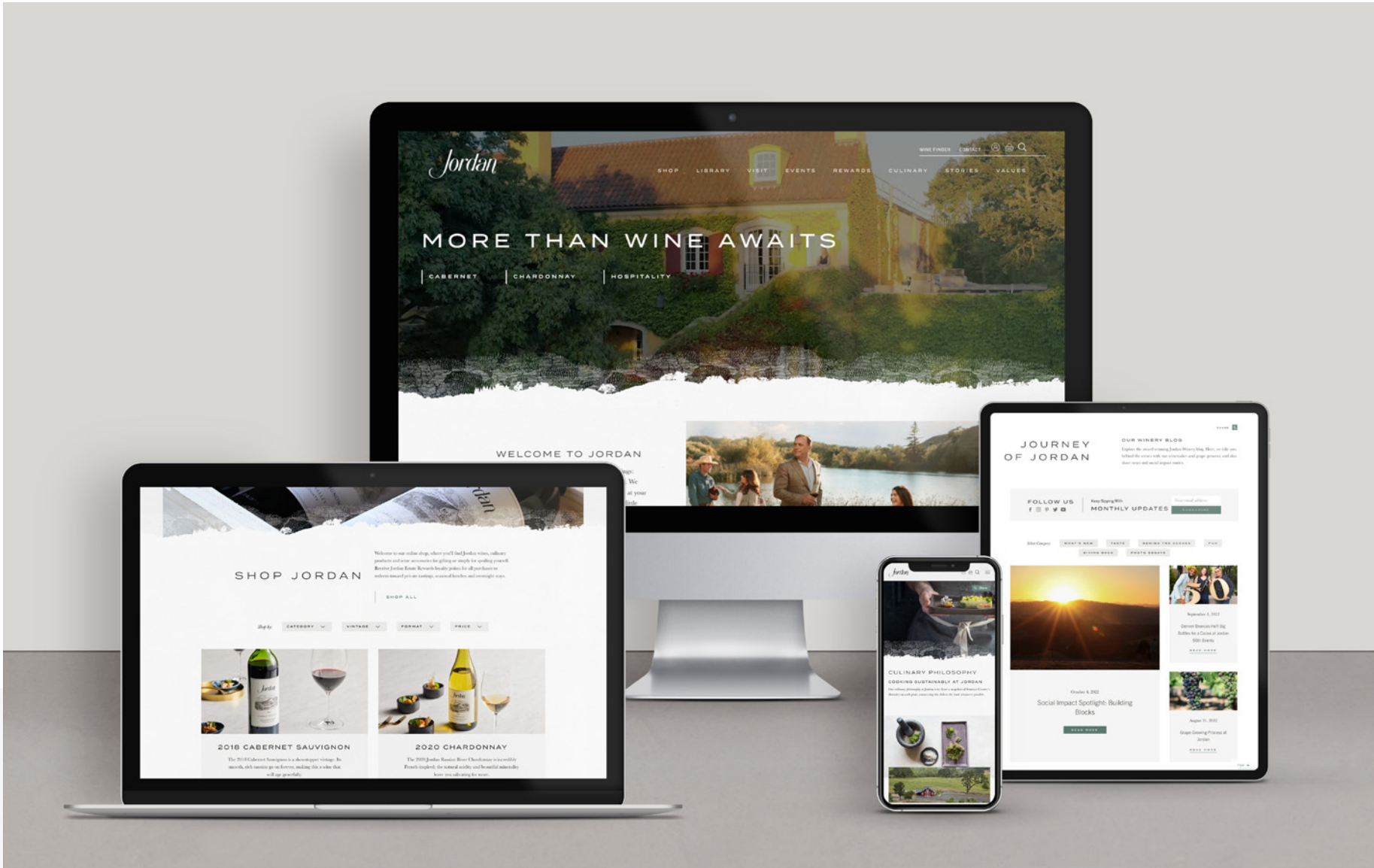


## DIGITAL APPLICATIONS

- 43 Website
- 44 Email Blast Elements
- 45 Blogs: *Journey of Jordan*  
and *Wine Country Table*
- 46 Social Media

# WEBSITE

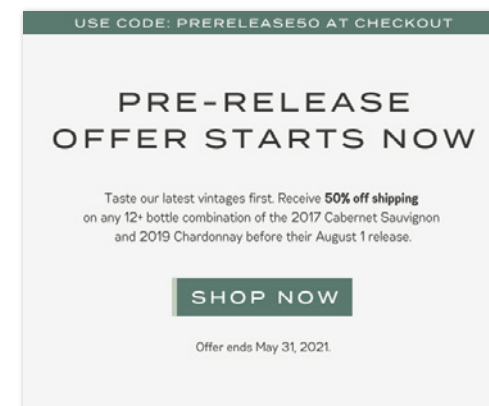
VISIT WEBSITE





# EMAIL BLAST ELEMENTS

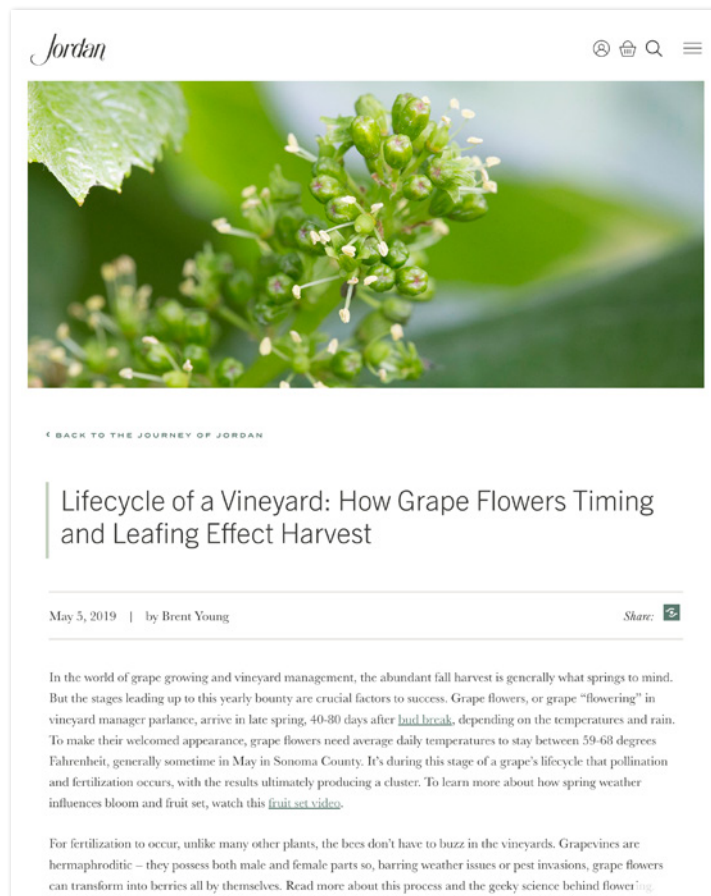
Email design blocks and templates are designed on Canva.





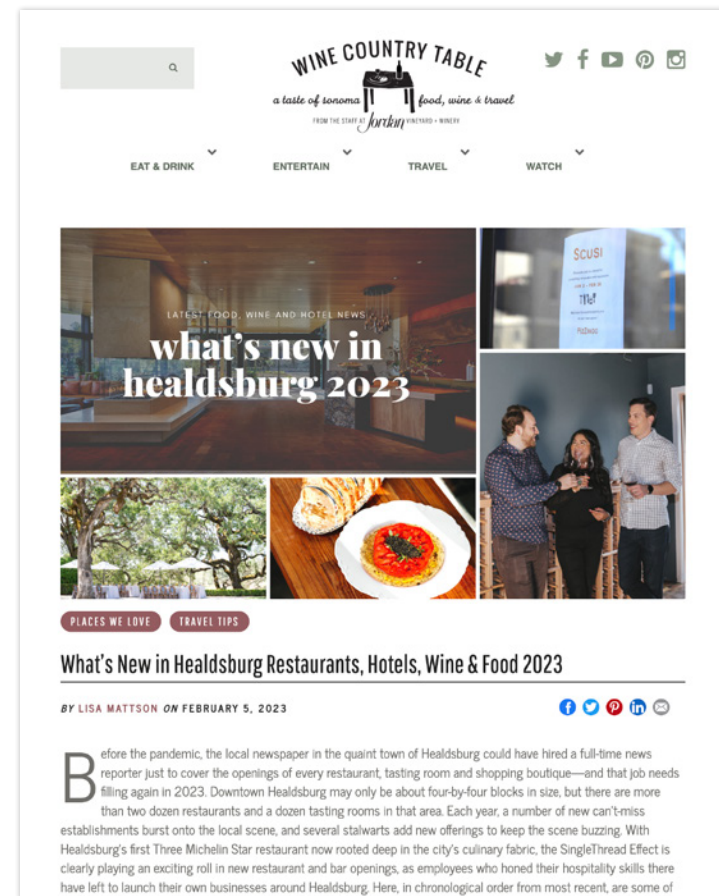
# BLOGS

At Jordan, we utilize two blogs, *The Journey of Jordan* and *Wine Country Table*. *The Journey of Jordan* blog includes stories that relate to Jordan news, winemaking and vineyard updates and social impact business stories. Jordan's *Wine Country Table* blog includes posts on travel tips, wine gift ideas, cooking demonstrations and more. The goal for both blogs is to expand Jordan's reach in the food, wine, hospitality and travel space and to provide quality and news-worthy content for Jordan guests while planning their visit to Wine Country or enjoying Jordan wines at their favorite restaurant.



JORDAN BLOG

[VISIT BLOG](#)

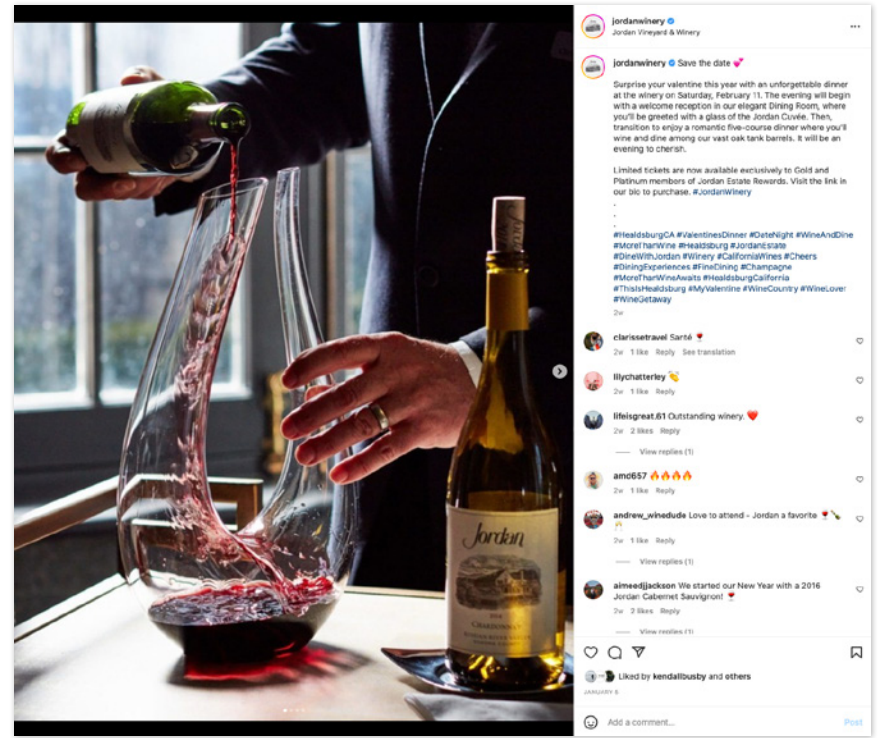
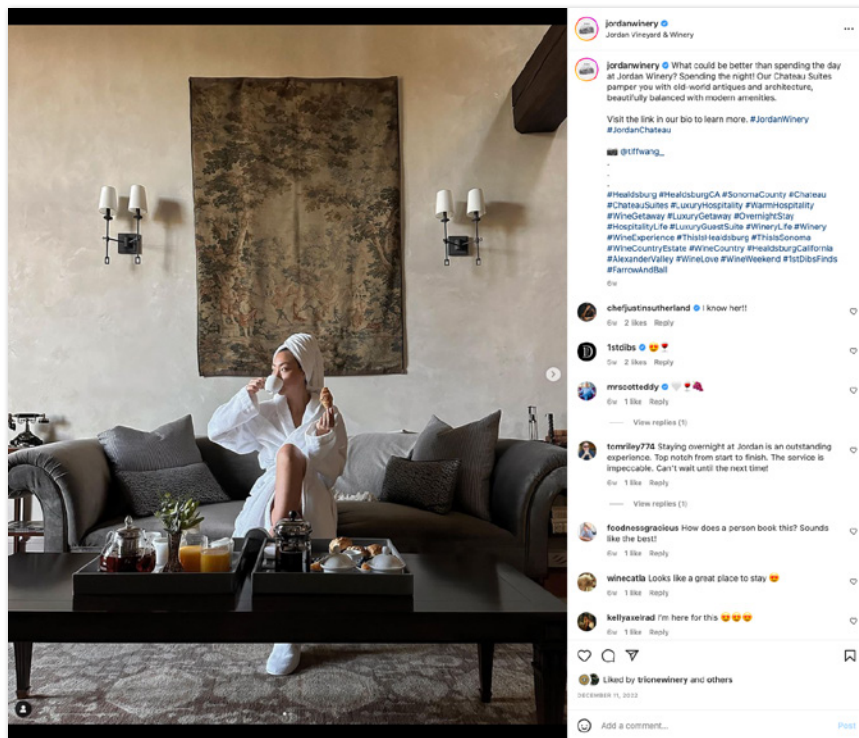


WINE COUNTRY TABLE BLOG

[VISIT BLOG](#)

## SOCIAL MEDIA

The goal for utilizing social media platforms is to bring the Jordan brand to life through compelling visual and written storytelling that supports overall company objectives and reaches new and existing audiences. On social media, we evoke a brand personality while adhering to company values. Examples of initiatives include, but are not limited to, influencer and celebrity partnerships, collaboration posts, advertising, contests and creating engaging and timely content. At Jordan, we primarily focus on Instagram, Facebook and LinkedIn but are also present on Twitter, YouTube, Google Ads and Pinterest.



### BRAND HASHTAGS

#JordanWinery #MyJordanTable #DineWithJordan #TravelWithJordan







## DESIGN

- 48 Architecture
- 50 Interior and Exterior Design
- 52 Hospitality Supplies
- 53 Florals
- 54 Event Decor & Signage

## ARCHITECTURE: THE CHATEAU

Jordan was founded as an homage to 18th century France and all of its elegant traditions—not just food, wine and hospitality, but also architecture and interior design. Because the Jordan experience strives to make guests feel as if they have traveled back in time to the 1700s in France, the entire Jordan Chateau aesthetic should respect and emulate this period as much as possible.

**The overall Jordan Chateau style and aesthetic can be described as follows:**

- Old World French elegance with a luxurious edge
- A homage to an 18th century French chateau with 21st century amenities and hospitality details
- Classy and classic
- Chic and sophisticated
- High-quality and custom
- Distinctive and uncommon
- Luxurious yet warm and inviting
- Timeless





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## ARCHITECTURE: OTHER STRUCTURES

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Other buildings at Jordan have a different design aesthetic driven by their construction. **Please contact the Hospitality Manager for hospitality supplies and decor details.**

### Wildwood

This craftsman design guest house built in the 1990s was renovated in 2019. It's a country cottage with craftsman cabinetry and modern decorative design details added during renovation. Florals can be more natural here and tie to the woods; avoid use of house plants and common succulents inside, due to lack of light and style. Dried flowers and live moss are recommended for all indoor flowers except one fresh floral arrangement on the kitchen counter.



VISTA POINT

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### Vista Point

This lodge/ranch style building is all about the views. The design details—contemporary, dark-brown wood cabinets, exposed wood beam ceiling, concrete floors and exterior ledger stone—call for a more modern California ranch/natural style in decorative objects, furniture and food presentation.

### Chateau Block

The dry-stack wall of boulders and decomposed granite floor of this outdoor tasting space requires decorative designs that complement nature. Use more modern dark trays, earthenware-style vases and food presentations.



WILDWOOD

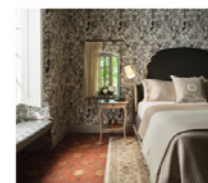
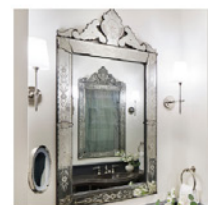
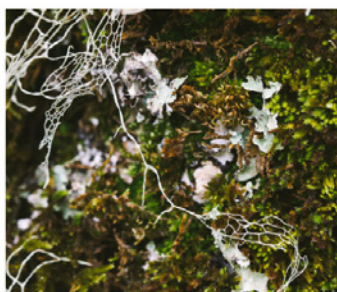
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## INTERIOR & EXTERIOR DESIGN

Because Jordan was modeled after 18th century French chateaux, both interior and exterior design details are meant to honor that period.

### Preferred French Styles:

- Louis XV: Also referred to as Rococo or Late Baroque; Mrs. Jordan loved Louis XV style and many pieces she acquired for the Jordan Chateau were made during this time.
- Louis XVI: Also referred to as Neoclassical; The presence of Louis XVI pieces was expanded upon during the renovations from 2019 to 2023. This is a design period that John Jordan gravitates toward.
- Louis XIII: Also referred to as Late Renaissance or Early Baroque; Barley twist legs were a hallmark furniture design of the period, and modern interpretations of barley twist style can be found on the Suite 2 and 3 ottomans and the Suite 3 bed.
- Directoire: A transitional period after Louis XVI before Empire and Second Empire



# INTERIOR & EXTERIOR DESIGN

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## **French Styles to (Mostly) Avoid:**

- Louis XIV: Also referred to as Baroque; can be used sparingly
- Art Nouveau: Also referred to as Neoclassical
- French Country Farmhouse: The rustic look of French country is too casual for Jordan
- Chinoiserie: A popular Asian influence in French design

## **Other Non-French Design Styles to Avoid:**

- Industrial
- Modern
- Scandinavian
- Mid-Century Modern
- Country
- Jacobean (and most English periods unless heavily influenced by France)
- Asian
- Anything that looks or feels of poor quality

## **Patterns/Materials to Avoid:**

- Geometric
- Curves & S Curves (French design details that look like Qs/frilly curls. Okay in small doses when made to look hand-crafted and old)
- Old-School Toile
- Paisley
- Any loud prints
- Traditional French needlepoint

## HOSPITALITY SUPPLIES

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Because most hospitality supplies require reordering, current pieces are purchased from vendors that carry inventory. All customer-facing hospitality supplies should look and feel luxurious, of high quality, elegant and classic—and should consider its environmental impact.

**Please contact the Hospitality Manager and Auberge Manager for hospitality supplies and decor details.**

**Examples include:**

- Silver trays with a classic lip or edge detail (water service and bathroom accessories in the suites)
- Nickel bathroom accessories
- Antique brass bathroom accessories
- Champagne buckets with pedestal bottoms and decorative handles
- Lush, thick robes and slippers, branded with Jordan logo
- Few hospitality supplies are antiques, but there are some. These should be used only in the brand appropriate areas, such as umbrella urns in lobby and suites entry and decorative trays for ice buckets in suites.



# FLORALS

Jordan florals capture our French-inspired elegance and also pay homage to the more than 1,200 acres of open space that surround the winery. Think elevated foraged florals with European flare. Foraged branches, leaves and tree moss from the estate are incorporated into arrangements whenever possible. Avoid any flower or plant that is more commercial. A comprehensive list of plants to use and avoid can be found on Teams. **Please contact the Hospitality Director for any questions.**

## **Favorite flowers include:**

- Ranunculus
- Lisianthus (white and green)
- Anemone (black eyed and white with yellow eye)
- Scabiosa (Snowmaiden, Fata Morgana, Starflower)
- Sea Holly (Green Thistle)
- Helleborus
- Wax Flower
- Green Trick, Dianthus Trick Green
- Dahlia Snowflake
- Spray roses (white/minimal)

## **Favorite greenery:**

- Usnea moss (Old Man's Beard)
- Olive branches (manzanillo, primarily)
- Eucalyptus Seeded (Silver Dollar Gum)
- Eucalyptus Baby Blue
- Magnolia
- California Bay
- Poplar
- Tree fern
- Grevillea
- Honey bracelet myrtle



JORDAN PINTEREST BOARD EXAMPLE

## EVENT DECOR & SIGNAGE

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Consumer-facing culinary events at the Jordan Chateau are meant to capture the spirit of Old World France's gracious hospitality down to the details. For themed events, decorations appropriate to the theme should be used and do not need to align with the French Chateau style, though they should still be elevated and elegant.

**Please contact the Hospitality Manager for Winery Events & Experiences Style Guide for more details.**

### Winery Experience & Event Considerations:

- Elegant and classy—avoid finishes like Rose Gold, Hammered Silver, and bold patterns and colors
- Lighting is central to setting the mood for any event. Lighting choices, from votives and lanterns to candlebras and chandeliers, must be appropriate to the event space.
- Jordan Winery is equipped with LED, warm white lights; Cool white lights should not be used.
- All signage must be elegant, brand appropriate, readable, use Marketing-approved fonts (see above) and free of typos and formatting errors. **Marketing Director approves all event signage designs and fonts.**
- Music is central to creating the mood for the guest reception areas, daily tasting areas and at events. Music playlists should not be distracting to the guest or service experience and should only add to overall ambience of the tasting, dinner or check-in. **The playlists are refreshed annually and managed by the Hospitality Manager. (Jordan Halloween, Release Party and Christmas at Jordan events are excluded and are also managed by the Hospitality Manager.)**



*Valentine's Dinner in the Jordan Dining Room*

*Jordan*®

FOR QUESTIONS OR SPECIFIC BRANDING CONCERNS, CONTACT:

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Director of Marketing & Communications

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