



Jordan Kivelstadt
Winemaker

Jordan Kivelstadt personifies the new generation of entrepreneur. After a serious pre-med and engineering education, and a stint in biotech consulting, he turned his back on the corporate world, moved back to his native Bay Area, and followed his passion into winemaking.

Starting as a harvest intern at Copain Custom Crush, he dove headfirst into the world of wine and traveled the globe working harvests year round to pack maximum experience into the shortest amount of time. After work in Australia's Margaret River and two years at The Donum Estate in northern California, Jordan launched Pavo Estate Wines in 2007 using Syrah grapes from his family's celebrated Bennett Valley vineyard. Two years later, encouraged by Pavo's critical acclaim, he created Qualia Wines.

The inaugural vintage of Qualia's Syrah-Grenache Blend garnered 90 points from the Wine Advocate in August 2011. In the same issue, Qualia's Pavo Estate Syrah from 2009 and 2008 won scores of 92 and 93, suggesting that Jordan may be on to something.

In 2009, Jordan co-founded Free Flow and Silvertap Wines, pushing the wine industry in new directions with high quality wines packaged exclusively in kegs to reduce spoilage and the wine's carbon footprint. Inspired by Jordan's experiences working in the wine industry, this project aims to improve sustainability and efficiency, as well as to reduce the snobbery associated with wine. In short, Free Flow and Silvertap Wines are working to make great wine more fun.

Jordan lives in San Francisco, where both Qualia and Pavo wines are made. When he's not at the urban winery, out in the vineyards, or starting a groundbreaking new wine business, Jordan is almost certainly indulging his love of the outdoors with kayaking, biking, or skiing.

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