



Jeff Jordano, President of Jordano's and Pacific Beverage both headquartered in Santa Barbara, has been in his family's businesses for 31 years. The two businesses together employ more than 525 people - and it is his connection to those people that has defined his career. He keeps a thank you note he received years ago as a reminder of how his business impacts the lives of his employees. That thank you note, from an employee's wife who was diagnosed with cervical cancer, thanked him for providing an insurance plan that covered her treatments and shared how it helped give her and her family peace of mind - one of many examples of lives Jeff has impacted.

# Meet Jeff Jordano

## CFBD Founding Member



As an industry leader, he is one of the founding members of the California Family Beer Distributors (CFBD) whose members include family and locally-owned beer distributors across the state. Pacific Beverage was the first distributor to distribute cases of Firestone-Walker Brewing Company and today they distribute more than 600,000 cases. With a distribution footprint spanning 227 miles from the L.A. County line into southern Monterey County, Pacific Beverage's partnership with brewers and manufacturers allows Jeff and his team to work with them to build their brands. Jeff enjoys meeting with and advising small craft brewers and has recently begun working with Santa Barbara's up-and-coming Figueroa Mountain Brewing Company and Ventura's Topa Topa Brewing, founded in 2015.

Reinforcing his commitment to connecting with the people of the industry, Jeff has created long-standing relationships throughout the distributor community and continues to grow them today. Over the years, he has worked with generations of beer distributor families committed to service. On the CFBD board, he serves with a new generation of leaders, many of them the children of his friends and peers carrying on the family business.

Embracing a leadership role and innovation in the beer distribution industry is not new to Jeff. Committed to the connection his family's business has to the lives of his employees, Jeff is one of the founding members of BevCap Health, where he serves as a director. BevCap Health is a subsidiary of BevCap, an insurance captive comprised of only beer distributors. He created the subsidiary with a group of fellow distributors to help ensure they could offer comprehensive health care insurance to their employees while minimizing the increase in healthcare premiums paid by their employees.

Jeff raised his two sons in beautiful Santa Barbara and continues to run the family businesses alongside his 86-year-old father Peter, who still comes into the office every day. His connection to and ability to positively impact the lives of the people he encounters continues to serve as the foundation upon which he builds his business.

**JORDANO'S**  
FOODSERVICE

**PACIFIC BEVERAGE**