

All Aboard the ButterBus!

JaM Cellars' **ButterBus** is an exciting brand asset available to our best trade partners. Our show-stopping, 45ft-wrapped Prevost tourbus, is fully-furnished with lounge-seating, cocktail bar and living quarters. And of course fully-stocked with our easy-to-love wines Butter Chardonnay, JaM Cabernet, and Toast Sparkling.

Your John Anthony Family of Wines sales team and ButterBus Captain Dave will work with you to enhance key events:

Distributor sponsored TRADE events in hand-selected markets

- Invite-only VIP retail partners for tours and tastings
- Up to 10 guests

Distributor/Retail co-sponsored CONSUMER events in hand-selected stores (Retailer to secure tasting permits)

- Only accounts with Butter, JaM and Toast
- In-store 25-case stacks of each wine
- Staffed sampling and give-away teams
- Retailer Digital and Social pre-event support
- Multi-store/market tours preferred

The ButterBus schedule is booked 3-6 months in advance for major market tours, or contact your John Anthony Family of Wines Sales partner to join existing market routes. For more information contact **Elizabeth Imboden** at **707.287.6181**.



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