



JaM Cellars Butter Chardonnay ranks #5 across all 750ml U.S. domestic table wines based on the preceding 26-week period. [Source: Nielsen, Dec. 2, 2017]

...#1 fastest growing domestic chardonnay

Of the top 30 chardonnays in the country, Butter Chardonnay by JaM Cellars is the #1 fastest growing domestic chardonnay across all price segments. [Source: Nielsen, Dec. 2, 2017, 52-week period]



Within domestic U.S. chardonnay, Butter ranks #2 in its price point (\$15.00-\$19.99) behind La Crema and followed by Kendall Jackson Vintner's Reserve, based on the preceding 52-week period. [Source: Nielsen, Dec. 2, 2017]

Since releasing the first vintage Butter Chardonnay (1,000 cases in 2010) production has more than doubled each year. Year-over-year, triple digit growth for the last 7 years. [Source: JaM Cellars]



Butter Chardonnay dollar (\$) volume sales are more than 2.5x the #3 ranked chardonnay.

[Source: Nielsen, Dec. 2, 2017, 52-week period, chardonnay, \$15.00-\$19.99 price category]