

# #5

across all  
price segments

FOR U.S. DOMESTIC  
TABLE WINE

JaM Cellars Butter Chardonnay ranks #5 across all 750ml U.S. domestic table wines based on the preceding 4 week period. [Source: Nielson, July 15, 2017]

...fastest growing  
domestic Chardonnay  
in the last 30 years

Of the top 30 wines, Butter Chardonnay by JaM Cellars is the #1 fastest growing Chardonnay in the last 30 years since the rise of iconic brands Kendall Jackson Vintners Reserve and La Crema Chardonnays. [Source: Nielson, July 15, 2017, 52-week period, \$15.00-\$19.99 price category]

**JaM**  
CELLARS

JaMCELLARS.COM | 707.265.7577  
1460 FIRST ST., NAPA CA 94559



# #2

IN ITS PRICE POINT  
(\$15.00-\$19.99)  
BEHIND LA CREMA

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 26 and 52-week periods. [Source: Nielson, July 15, 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]

YEAR-OVER-YEAR

# triple digit GROWTH

OVER 7 YEARS

# 800,000

CASE PRODUCTION  
2016 VINTAGE

## Butter Chardonnay

has accomplished all the above with an ACV (market penetration) of  
nearly 1/2 of competitors

[Source: Nielson, July 15, 2017, Chardonnay category, all price points]