

## Marketing Stats:

468MM  
IMPRESSIONS



**BOTTLEROCK**  
MUSIC • FOOD • NAPA VALLEY WINE • BEER

*the first taste of summer MAY 26-28, 2017*

*presented by JaM CELLARS*

JaM Cellars presents BottleRock Napa Valley 2017 with Foo Fighters, Tom Petty and Maroon 5, 26-28th May 2017. 468MM impressions as Presenting Sponsor of BottleRock 2016. (BottleRock Napa Valley, Latitude 38)

194%  
increase in website traffic  
to JaM's online store locator.  
(Google Analytics, Pera Media 2016)

SOCIAL  
FOLLOWING GREW

800%+



Grew Social following 800%+  
to 30k Facebook fans in 2016  
(Facebook, JaM Cellars)

JaM'S SOCIAL  
INFLUENCERS  
SPREAD THE WORD

40MM

IMPRESSIONS  
NATIONALLY

Social Media influencer campaigns generated almost 40MM impressions nationally promoting Butter Chardonnay and JaM Cab. (CLEVER Spring & Fall 2016)

“Can't.  
miss”

declared by the  
**NEW YORK TIMES**

JaM Cellars, downtown Napa opened May 2016  
— declared one of Napa's “can't miss” places in  
New York Times 52 Places to See in 2017.  
(NYT.com, Jan 2017)

1.2MM

PRESS AND PR  
IMPRESSIONS

2016 Public Relations pitching,  
sampling and outreach created  
1.2MM TV, print and digital  
impressions. (Press clippings  
service BurrellesLuce)

**JaM**  
CELLARS

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