

#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 one of the 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

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#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: Nielsen, 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]