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BUTTER CHARDONNAY NAMED IMPACT “HOT BRAND” 2018

Popular Napa-based brand receives industry honor for third consecutive year

Napa, CA (March 7, 2019) – Butter Chardonnay by [JaM Cellars](#) has been named a 2018 Impact “Hot Brand” award winner for the third year in a row, and will receive this honor at the 76th Annual Wine & Spirits Wholesalers Convention on April 1st in Orlando, FL. Based in Napa Valley, JaM Cellars is the producer of Butter Chardonnay, one of the fastest-growing chardonnays in the country, as well as California Candy Dry Rosé, JaM Cabernet Sauvignon, and Toast Sparkling wines.

To be considered for an Impact “Hot Brand” Award, wineries must show a minimum depletion of 250,000 cases annually, and reflect at least a 10 percent volume growth in the past three calendar years or 15 percent growth in 2018 over 2017. The first release of Butter Chardonnay in 2010 was 1,000 cases and the brand showed triple-digit growth in each of its first seven years. Today, Butter is the number two ranked chardonnay nationally in its price segment.

“We are honored for Butter Chardonnay to be recognized by M. Shanken Communications as an Impact ‘Hot Brand’ for the third year running,” said JaM Cellars Founder and CEO, John Anthony Truchard. “Our goal when starting JaM Cellars 10 years ago was to create great quality wines that over-deliver in their price point. I’m proud to say that we make these wines the same way today as we did the first 1,000 cases, while simultaneously growing our exceptionally talented team. It has been a joy to see consumers respond so enthusiastically to Butter Chardonnay and build a following for California Candy Dry Rosé, JaM Cabernet Sauvignon, Toast Sparkling, and our newest additions—ButterCans and CandyCans. Thanks to M. Shanken Communications and to our loyal customers, committed retail partners, and wholesalers.”

“I’m especially proud of our distribution sales team for this achievement and our third consecutive Impact ‘Hot Brand’ Award,” said JaM Cellars EVP of Sales, Geoff Whitman. “The opportunity to work on a brand like this is truly once in a career. None of our success would be possible without John Truchard’s vision, the incredibly talented

group of sales, marketing, and winemaking professionals we have assembled, and our exceptional distribution partners nationwide. All these dedicated individuals are the reason we can continue to develop, produce, and sell delicious, high quality wines year after year. The future is indeed bright.”

Second-generation Napa Valley vintners John and Michele Truchard are the "J" and "M" in JaM Cellars. After almost a decade crafting ultra-premium wines in the Napa Valley, they decided to make easy-to-love wines that are simple and approachable for everyday celebrations as well as special occasions. JaM Cellars wines are part of the John Anthony Family of Wines portfolio, which includes John Anthony Vineyards, FARM Napa Valley, and Serial.

About JaM Cellars

JaM Cellars is all about easy-to-love, everyday wines. Crafted by Napa Valley vintners John and Michele Truchard (the “J” and “M” in JaM), Butter Chardonnay, California Candy Dry Rosé, JaM Cabernet Sauvignon and Toast Sparkling are rich, bold, luscious, and live up to their names. Butter Chardonnay melts in your mouth, California Candy leaves you wanting more, JaM Cabernet brims with berries, and Toast Sparkling is a celebration in a glass. These wines are meant to be enjoyed anytime—whether it’s a special occasion or everyday celebration. And now even easier-to-love, Butter and California Candy are both available in fun, grab-and-go 4-packs of 250ml cans. Check out JaM Cellars on Facebook and Instagram @JaMCellars #JaMCellars and JaMCellars.com.

About John Anthony Family of Wines

John Anthony Family of Wines includes John Anthony Vineyards, FARM Napa Valley, Serial, and JaM Cellars. John Anthony Vineyards features wines created from small vineyard sites from the Oak Knoll District, Carneros and Coombsville regions, all available in the winery’s downtown Napa tasting lounge. FARM Napa Valley was started by John Truchard as a farming company in the Napa Valley. Realizing that he was farming some of the best dirt in the Napa Valley, John began producing wine from several of the small hand farmed lots in the name of the farming company. The FARM Napa Valley logo is inspired from the simple philosophy that great wines are grown in the farmers’ shadow. Serial is a collection of red blends. Deep, plush and vibrant wines made from Paso Robles. The name and the labels are provocative, inspired from hand selected artists and named solely with cryptic numbers left for you to discover the meaning. Second-generation Napa Valley vintners John and Michele Truchard are the "J" and "M" in JaM Cellars. JaM Cellars is dedicated to creating super-approachable wines that can be enjoyed anytime – whether a special occasion, everyday celebration, or just a day of the week with a “y” in it!