



Butter Chardonnay is named "Impact Hot Brand Award Winner" for 2016

March 10, 2017, Napa, CA — Butter Chardonnay by JaM Cellars has been named an "Impact Hot Brand Award Winner" for 2016, and will be featured in the March issue of Impact Magazine and the April issue of Market Watch Magazine, both M. Shanken Communication publications. JaM Cellars Founder and CEO John Anthony Truchard will receive the award at 74th Annual Wine & Spirits Wholesalers Convention on April 19th in Orlando, Florida.

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% volume growth in the past three calendar years, or 15% growth in 2016 over 2015. Butter Chardonnay has shown triple-digit growth in each of its first seven years, making it the fastest-growing wine in its category over 10,000 Eq Case Volume (Nielsen Scan Data, Domestic Chardonnay \$15-\$19.99, 52 Wks December 2016.)

"We are honored to be included among the Impact Hot Brands for 2016," stated JaM Cellars CEO, John Anthony Truchard. "It was our goal from the beginning to take small-lot premium winemaking techniques and create a delicious wine at an accessible price point. It's great to see wine drinkers respond so enthusiastically to Butter Chardonnay and our other wines JaM Cabernet and Toast Sparkling. The branding grabs people's attention and the quality keeps them coming back. It's a simple philosophy that takes a little luck to get right and commitment to maintain. I'm exceptionally proud of our team in achieving this accolade."

Butter Chardonnay is a rich, luscious, easy-to-love California Chardonnay. Made in the tradition of great Californian winemaking, the wine shows juicy, ripe, stone fruit and baked-lemon aromas. Butter Chardonnay is cold fermented to the perfect, rich creaminess and aged in a proprietary blend of oak, giving this wine a lovely, long, vanilla finish that's uniquely Butter.

For more information, please visit www.jamcellars.com.

About JaM Cellars

JaM Cellars is all about easy-to-love, everyday wines. Made by Napa vintners John and Michele (the "J" and "M" in JaM) the three wines – Butter Chardonnay, JaM Cabernet Sauvignon and Toast Sparkling - are rich, bold and live up to their names: Butter Chardonnay melts in your mouth, JaM Cabernet is berry-licious and Toast Sparkling is a celebration in your glass. These wines are meant to be enjoyed anytime—whether it's a special occasion or everyday celebration. Check out JaM Cellars on Facebook, Instagram, Twitter @JaMCellars #JaMCellars and online at JaMCellars.com to sip, smile and unwine-d.