



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

...#1 fastest growing domestic Chardonnay

Of the top 30 Chardonnays in the country, Butter Chardonnay by JaM Cellars is the #1 fastest growing domestic Chardonnay. [Source: Nielsen, July 15, 2017, 52-week period, \$15.00-\$19.99 price category]



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]



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

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