JOHN ANTHONY FAMILY OF WINES

PORTFOLIO OVERVIEW

JOHN ANTHONY

EXCLUSIVE NAPA VALLEY
ESTATE WINES

FARM

NAPA VALLEY

VINE TO BOTTLE
NAPA VALLEY FRUIT WE FARM

JaM CELLARS

CALIFORNIA WINES, BUTTER, JAM AND TOAST
TRUE TO THEIR NAMES AND STYLE

NAPA VALLEY VINEYARDS AND APPELLATIONS

John Anthony Vineyards
and FARM Napa Valley

JOHN ANTHONY

FARM
NAPA VALLEY
By John Anthony

1. Church Vineyard - Los Carneros
2. Clarke Vineyard - Napa Valley
3. Crane Vineyard- Oak Knoll District
4. Epps Vineyard - Oak Knoll District
5. Fish Vineyard - Calistoga
6. Jackson Vineyard - Oak Knoll District
7. Miller Vineyard - Coombsville
8. R&D Vineyard - Oak Knoll District
9. Rossi Vineyard - Oak Knoll District

JOHN ANTHONY FAMILY OF WINES

JOHN ANTHONY VINEYARDS

JOHN ANTHONY

"Amazingly well-balanced wines that drink
well now and will last for years to come"

Heritage. Winegrowing. Winemaking.

JOHN ANTHONY VINEYARDS

Vintner and owner, John Truchard

Grew up in a winegrowing family, eldest son of Tony Truchard

Family heritage from France, brought winegrowing and winemaking to U.S. in 1980's (Ellis Island, Texas then to Napa Valley)

Started leasing and planting small plots of land in 1990's, using money from his vineyard management company

100% of the fruit is sourced from these small plots in the Napa Valley

JOHN ANTHONY FAMILY OF WINES

JOHN ANTHONY VINEYARDS

Offered for Distribution

2016 Napa Valley Sauvignon Blanc
Carneros AVA
SRP: $25.00
Case Production: 1,248

2013 Napa Valley Cabernet Sauvignon
SRP: $75.00
Case Production: 1,986

2014 Napa Valley Cabernet Sauvignon
SRP: $75.00
Case Production: 1,969
Accolades: 93 pts, Robert Parker, Wine Advocate, Dec 2016

JOHN ANTHONY FAMILY OF WINES

JOHN ANTHONY VINEYARDS

Limited Availability

2015 Church Vineyard Sauvignon Blanc
SRP $55

2015 Napa Valley Chardonnay
SRP $65

2012 Oak Knoll District Syrah
SRP $70

2013 Napa Valley Merlot
SRP $70

2013 Oak Knoll District Cabernet Sauvignon
SRP $105

2013 Coombsville Cabernet Sauvignon
SRP $135

2012 John Anthony Reserve Cabernet Sauvignon
SRP $325

Late Harvest Sauvignon Blanc
SRP $55

JOHN ANTHONY FAMILY OF WINES

JOHN ANTHONY VINEYARDS TASTING LOUNGE

Located Downtown Napa
East of the Andaz Hotel

Private tastings and vineyard tours

Flights, bottles and by the glass

Open late night 10am to 10pm,
Thu. and Sat. until 12am

Call for reservations:
Luke Hricik, Tasting Room Manager
707.265.7711

JOHN ANTHONY FAMILY OF WINES

JOHN ANTHONY VINEYARDS

FEATURES	BENEFITS	
	CUSTOMER	CONSUMER
FAMILY HERITAGE	Confidence. On and off-premise partners can choose and recommend these wines with confidence.	Credibility. There's people, history and expertise behind these wines reducing risk to purchase.
GRAPE TO BOTTLE	Quality. Every decision made from vineyard to winery is made with the highest quality consistency.	Authenticity. These wines are the real deal. From selected vineyards, varietals and winemaking.
EXPERIENCE	Value. From the bottle and label to tours and tasting lounge every experience with this wine supports its value.	Discovery. You know you've found something special - the story told by sommeliers and wine store owners isn't commonplace. And you can come see for yourself.

JOHN ANTHONY VINEYARDS

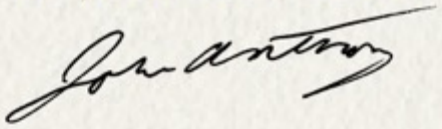
JOHN ANTHONY FAMILY OF WINES

FARM NAPA VALLEY
by John Anthony

FARM

NAPA VALLEY

BY JOHN ANTHONY



"Great wines are grown
in the farmer's shadow"

Vine-to-Bottle Winemaking

FARM NAPA VALLEY
by John Anthony

Started a small vineyard management company in mid-90's, today called FARM Napa Valley

Focus on small, low yield vineyards

Purchase fruit from select vineyards we farm to produce our own limited production wines

Exceptional Napa Valley wines at a reasonable price

JOHN ANTHONY FAMILY OF WINES

FARM NAPA VALLEY
by John Anthony

2015 FARM Napa Valley Chardonnay
SRP: $25.00

2015 FARM Napa Valley
Cabernet Sauvignon
SRP: $45.00

Limited BTG support for on premise accounts

JOHN ANTHONY FAMILY OF WINES

FARM NAPA VALLEY

by John Anthony

FEATURES	BENEFITS	
	CUSTOMER	CONSUMER
ARTISAN FARMING	Credibility. Representing these wines is an under-the-radar window into Napa grape growing at its best.	Trust. These are passion wines made by a farmer who wants to bring wine lovers the best of nature's bounty.
VINE TO BOTTLE	Quality. Every decision made from vineyard to winery is made with the highest quality consistency.	Transparency. This is a simple, true taste of Napa Valley, with some of the world's best fruit straight to the glass.
PRICE POINT	Value. Amazing value because John knows the landscape to produce at this price point in Napa without compromising quality.	Elevation. A reachable step up to experience Napa winegrowing and winemaking typically reserved at higher price points.

FARM NAPA VALLEY

by John Anthony

JOHN ANTHONY FAMILY OF WINES

JaM CELLARS

JaM CELLARS

"Easy-to-love wines, true to their names and style. Exceptional quality at an accessible price point and made by real vintners John and Michele."

John and Michele

JaM CELLARS

JaM is short for John and Michele

Founded in 2009

Easy-to-love wines, true to their names and style

Product integrity, grape to bottle

Authentic, approachable, delicious and fun—everyday

JOHN ANTHONY FAMILY OF WINES

JaM CELLARS

2016 Butter Chardonnay, California
SRP: $15.99

"Impact Hot Brand Award Winner" 2016

2015 JaM Cabernet Sauvignon, California
SRP: $15.99

Seen on the Today Show, April 2017
"Wines under $20 to go with your Easter feast"

NV Toast Sparkling, California
SRP: $24.99

Gold Medal, NY World Wine Comp.,
Sept. 2016

"We love making rich, bold, luscious wines that are easy to love. We made them to enjoy with our friends at any occasion. We hope you enjoy them too!"
- John and Michele.

JOHN ANTHONY FAMILY OF WINES

Butter's growth

1K CASES
2010

8K CASES
2011

23K CASES
2012

56K CASES
2013

145K CASES
2014

450K CASES
2015

800K CASES
2016

Year-over-year,
triple-digit growth
for the last 7 years.

BUTTER IS ON FIRE

People love Butter! And tell us everyday- over 30k engaged fans

Strong brand, high emotional connection

Fun, approachable packaging that's memorable

Great price, accessible

Made by real vintners, with product integrity and attention to detail

Supported with memorable, shareable brand experiences – BottleRock and Kaaboo

JOHN ANTHONY FAMILY OF WINES

#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 proceding 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]

#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 ½ of competitors
[Source: Nielsen, July 15, 2017, Chardonnay category, all price points]

JaM CELLARS
JaMCELLARS.COM | 707.265.7577
1460 FIRST ST., NAPA CA 94559

Brand Power

468MM IMPRESSIONS

BOTTLEROCK NAPA VALLEY

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

SOCIAL FOLLOWING GREW 800%+

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

"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'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)

194% increase in website traffic to JaM's online store locator.

(Google Analytics, Pera Media 2016)

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JOHN ANTHONY FAMILY OF WINES

In the News:

...a level of genuine greatness in Value Wines

"John Truchard knows what great wine is and is moving JaM toward a level of genuine greatness in Value Wines that more than fulfills his original vision and raises the bar for every other similar label in California..."

(Steve Brody, ThePourFool.com, JaM Session: How John Truchard Found His Groove)

GOLD MEDAL

2015 BUTTER CHARDONNAY

San Francisco Chronicle WINE COMPETITION

THE LARGEST COMPETITION OF AMERICAN WINES

(SF Chronicle Wine Competition, Jan. 2017)

"BREAKFAST" TRIO OF WINES

"These are a cut above your everyday house wines and guaranteed to make you and your guests feel special."

(Barbara Payne, 7 Wines Under $20 for the 2016 Holidays, FoodandDrinkChicago.com)

THE PARTY PACK

"This trio is not only adorable for gift-giving, but the wines are truly delicious."

(Leslie Sbrocco, 2016 Wine Lovers Gift Guide, LeslieSbrocco.com)

what they're saying...

★★★★★ "I have FINALLY found the ULTIMATE CHARDONNAY—so yummy!!!!!"

(Sheila, Customer Review, JaMCellars.com)

★★★★★ "Butter is the BEST Chardonnay I have tasted. It's always sold out, and now I know why. If I could give it more stars I would." (Gloria, Customer Review, JaMCellars.com)

★★★★★ "We love JaM and were so thrilled to find it to bring home! We have only ever had it at our favorite restaurant!! We should have bought a case!"

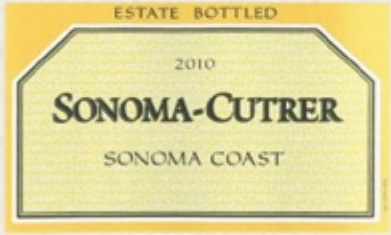
(Martha, Customer Review, JaMCellars.com)

JaM CELLARS JaMCELLARS.COM | 707.265.7577

JaMCellars, Napa CA 94559

JOHN ANTHONY FAMILY OF WINES

COMPETITIVE SET



WHY JaM CABERNET?

Butter's brother, made in same winning style:
Bold, rich, luscious, and slightly higher alcohol

Simple, high-impact branding breaks through
and unmissable when stacked together

Marketed together enforces identical brand
attributes: "Easy to love"

Butter
+
JaM
=
Exponential Growth
+ +

JOHN ANTHONY FAMILY OF WINES

RANKED

#27

...and growing fast

JaM Cabernet ranks #27 across all U.S domestic Cabernet Sauvignon in its price point ($15.00-$19.99) and growing fast. [Source, Nielsen, July 15, 2017, 13-week period]

...Cabernet Sauvignon is the **second best-selling category** behind Chardonnay

As a category, Cabernet Sauvignon is growing 6% YOY based on dollar ($) volume in the preceding 52-week period and the second best-selling varietal behind Chardonnay. [Source: Nielsen, August 12, 2017, $15.00-$19.99 price category]

#1

fastest growing Cabernet

IN ITS PRICE POINT

Of the top 40 Cabernet Sauvignons in the $15.00-$19.99 price segment, JaM Cabernet is the fastest growing at 217% YOY growth based on preceding 13-week period. [Source: Nielsen, July 15, 2017]

JaM Cabernet experienced triple digit growth in the preceding 4, 13, 26 and 52-week periods at 223%, 217%, 225% and 198%. [Source: Nielsen, July 15, 2017, $15.00-$19.99 price category]

triple digit GROWTH

YEAR-OVER-YEAR

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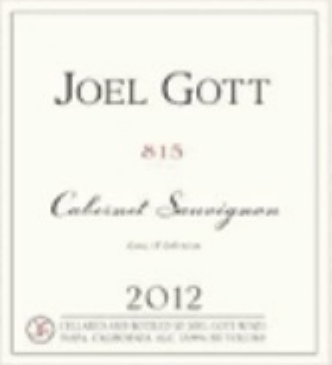
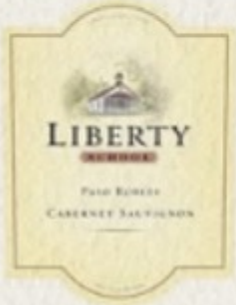
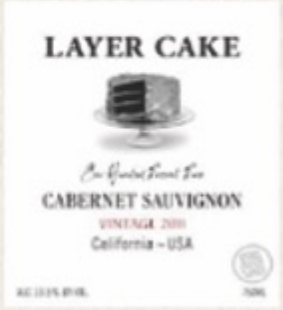
COMPETITIVE SET







TOAST SPARKLING

Grape to bottle, made using the traditional Méthode Champenoise

High growth segment, perfectly positioned: taste profile, high-style label, and price point

Upsell opportunity, Butter, JaM and Toast case display

GOLD Medal New York World Wine Competition, Aug. 2017

JOHN ANTHONY FAMILY OF WINES

COMPETITIVE SET

BUTTERBUS

45ft-wrapped tour bus, fully-furnished

Exciting brand asset available to our trade partners

Use it to enhance key trade or consumer co-sponsored events

Scheduled at least 3-6 mos. in advance

Sell sheet available for download on JAFamilyofWines.com

JOHN ANTHONY FAMILY OF WINES

POS & Merchandise

3-Case Sleeves: Butter & JaM

Case Cards: Butter, JaM & Toast

Shelf Talkers: Butter, JaM & Toast

Merchandise (*special request*): Govinos, ButterBalls, Ice Bags, Sunglasses

Complete catalog of POS & Merchandise available on JAFamilyofWines.com

POS available in distributor warehouse

To restock POS and merchandise requests, contact your JaM Cellars regional sales representative

JOHN ANTHONY FAMILY OF WINES

Case Cards

Shelf Talkers

3-Case Sleeves

JaM CELLARS, NAPA

Located Downtown Napa
West of the Andaz Hotel

Declared "*Can't miss*" by the NY Times,
"52 Places to See in 2017"

Classic vinyl collection, comfy leather
couches, booths and private recording booth

Thurs. & Fri. night live-music JaMSessions

Flights, bottles and by the glass

Open late night 10am to 10pm,
Thu. and Sat. until 12am

Call for reservations:
Mackenzie Burke, Manager
707.265.7577

JOHN ANTHONY FAMILY OF WINES

JaM CELLARS

FEATURES	BENEFITS	
	CUSTOMER	CONSUMER
WINE STYLE & BRANDING	Broad Appeal. Well-made varietal wines, each in a desirable style. Simply communicated in a fun way. Magic in a bottle.	Ease. Low-risk decision-making with a big pay-off in meeting expectations in wine style and taste, make these wines easy to love.
JOHN AND MICHELE	Trust. Real vintners with exceptional knowledge and heritage are making these wines.	Authenticity. For those that want to know the story behind the brand, there is one. Their expertise means these wines over-deliver on quality too.
PRICE POINT	Profit. High frequency and volume purchases on these wines bring consumers through the door.	Everyday Celebrations. Wines simple and affordable enough to drink any day of the week with a "Y" in it, AND good enough for special occasions.

EVERYTHING'S BETTER WITH BUTTER.
I'M ON CLOUD WINE
IT'S MY HAPPY PLACE
BUTTER STATE OF MIND!
JaM CELLARS

CONTACT

THANK YOU