



FOR IMMEDIATE RELEASE

JaM Cellars Named Hot Brand for 2017

May 1, 2018, Napa, CA – Butter Chardonnay by JaM Cellars has been named an “Impact Hot Brand Award Winner” for the second year in a row for 2017, and will be featured in Impact Magazine and Market Watch Magazine, both M. Shanken Communication publications. In addition to Butter Chardonnay, JaM Cellars also produces California Candy Rosé, JaM Cabernet Sauvignon and Toast Sparkling wines.

JaM Cellars Founder and CEO John Anthony Truchard will receive the award at 75th Annual Wine & Spirits Wholesalers Convention, today, May 1st in Las Vegas, NV.

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 2017 over 2016. Butter Chardonnay has shown triple-digit growth in each of its first seven years. Of the top 30 selling Chardonnays in the country, Butter Chardonnay was the #1 fastest-growing domestic Chardonnay across all price segments in 2017 (Nielsen Scan Data 12/2/17 52 week period.)

“It’s an honor to be recognized for our growth over two consecutive years by Shanken Communication publications” stated JaM Cellars CEO, John Anthony Truchard. “With all JaM Cellars wines it’s been our goal for them to simply over-deliver in quality at their price point. It’s been our recipe for success supported by our wholesale and retail partners who share these same values. It’s a joy to see wine drinkers respond so enthusiastically to Butter Chardonnay and our other wines, California Candy Rosé, JaM Cabernet and Toast Sparkling. 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.

Second-generation Napa Valley vintners John and Michele, are the “J” and “M” in JaM Cellars. After almost a decade crafting ultra-premium wines in the Napa Valley, they decided to make some super-approachable wines that could be enjoyed anytime.

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

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About JaM Cellars

JaM Cellars is all about easy-to-love, everyday wines. Made by Napa Valley vintners John and Michele (the “J” and “M” in JaM), Butter Chardonnay, California Candy Rosé, JaM Cabernet Sauvignon, and Toast Sparkling are exceptional-quality wines that live up to their names. Butter melts in your mouth, California Candy is as pretty as it is delicious, JaM Cab brims with berries, and Toast is a celebration in your glass. These wines are made for sharing with friends anytime—whether it’s a special occasion, everyday celebration, or at BottleRock Napa Valley

presented by JaM Cellars, the JaM Cellars Ballroom, and the JaM Cellars wine & music studio in downtown Napa. Visit JaM Cellars on [Facebook](#) and [Instagram](#) @JaMCellars #JaMCellars and [JaMCellars.com](#).

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