



WHO: John Anthony Truchard, vintner and proprietor
Michele Truchard, vintner and proprietor

JaM is short for John and Michele Truchard, who both grew up in Napa wine families, were friends in high school, and eventually started dating while away at college. They came home to make wine and start a family, farming their own vineyards and have been crafting ultra-premium wines in the Napa Valley for over a decade. John and Michele (the “J” and “M” in JaM) launched JaM Cellars to make high-quality winemaking traditions accessible for everyone, creating memorable, easy-to-love wines that over deliver in deliciousness. Their names are on the bottles and their hearts are in these wines.

ABOUT: JaM Cellars is all about easy-to-love, everyday wines. JaM’s four wines – Butter Chardonnay, California Candy Dry Rosé, JaM Cabernet Sauvignon, and Toast Sparkling - are rich, bold and luscious, and live up to their names. Butter Chardonnay melts in your mouth, California Candy Dry Rosé leaves you wanting more, JaM Cabernet brims with berries, and Toast Sparkling is a celebration in the 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 is available in fun, grab-and-go 4-packs of 250ml cans. Check out JaM Cellars on Facebook, Instagram and Twitter @JaMCellars #JaMCellars to catch all the fun and updates from JaM Cellars and online at JaMCellars.com.

JaM-MING!: For the fourth year running, JaM Cellars will present BottleRock Napa Valley, the world-class food and wine festival inside a world-class music festival. Past artists have included Bruno Mars, The Killers and Muse plus 80 additional bands on 5 stages. Learn more about [JaM Cellars sponsorship here](#). JaM Cellars is also delighted to be the exclusive wine sponsor in 2018 for the Ohana Music Festival in Dana Point CA and Voodoo Music Festival in New Orleans, now in it’s 20th year.

JaM Cellars Napa is officially rocking downtown with a hip, comfortable lounge with a music-driven vibe featuring a state-of-the-art sound system and classic vinyl collection that make it easy to chill out with friends over a glass, flight, or bottle of JaM Cellars’ easy-to-love wines. Every Thursday and Friday nights at JaM Cellars features JaMSessions, highlighting up & coming local and regional musicians with a few headliner surprises thrown in!

MEDIA

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