



JaM Cellars Releases Butter in Cans

August 29th, 2018, Napa, CA – JaM Cellars, makers of Butter Chardonnay, #1 fastest-growing domestic chardonnay of the top 30 chardonnays in the country (source: Nielsen, Dec. 2, 2017, 52-week period) and two-time IMPACT Hot Brand award winner 2016 and 2017, has released Butter Chardonnay in cans.

ButterCans will be available in 250ml 4-packs (1L equiv.) identifiable with the same signature, bright yellow label that make them instantly recognizable to their fast-growing number of Butter lovers. SRP \$19.99.

JaM Cellars, part of John Anthony Family of Wines released the inaugural vintage of Butter Chardonnay in 2010 with 1000 cases. The current 2016 release of 850K cases across 49 states has made Butter the #1 selling Chardonnay in its price point today (source Nielsen: 6.16.18, 52 weeks).

“We wanted to make a great quality California chardonnay that exceeded quality and value expectations. We still make Butter today the same way we made the first 1000 cases in 2010—all grape-to-bottle, consistent attention to detail, and in the tradition of great California winemaking” said Founder and CEO, John Anthony Truchard.

Michele Truchard, Co-founder (JaM is short for John and Michele) added, “ButterCans are a natural extension of the brand that’s designed to be easy to enjoy, fun and has a flavor profile that hits the mark every time. We’ve seen major success introducing people to Butter at outdoor music festivals such as BottleRock Napa Valley, Voodoo Fest, Ohana Festival and Kaaboo Del Mar. ButterCans will give our fans exactly what they want – grab and go easy sipping, that’s shareable and delicious.”

Wine in cans is the fastest growing packaging segment for the industry, valued at \$45 million, with a growth rate of 49% in 2017 (Nielsen, Dec. 2, 2017, 52-week period). JaM Cellars will produce just 12,000 cases of Butter cans in 2018, which will hit the wine aisles of popular grocery stores in late summer. JaM Cellars expects to follow this first release of cans with others in its portfolio including California Candy Dry Rosé.

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About JaM Cellars

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.

About John Anthony Family of Wines

John Anthony Family of Wines includes John Anthony Vineyards, FARM Napa Valley by John Anthony and JaM Cellars. John Anthony Vineyards features wines created from small vineyard sites from the Oak Knoll District, Carneros and Coombsville regions, all available in the winery’s downtown Napa tasting lounge.

FARM Napa Valley by John Anthony was started by John Truchard as a vineyard management company in the Napa Valley. Realizing that he was farming some of the best land in the Napa Valley, John began producing wine from several of the small hand-farmed lots in the name of the farming company. FARM Napa Valley wines are inspired from the simple philosophy that great wines are grown in the farmers' shadow. Second-generation Napa Valley vintners John and Michele Truchard are the "J" and "M" in JaM Cellars. JaM Cellars is dedicated to creating super-approachable wines that can be enjoyed anytime—whether a special occasion, everyday celebration, or just a day of the week with a “y” in it!