

PAST

John Anthony Truchard is a second-generation grapegrower with a next-generation approach. John grew up in the vine rows of his parents’ property Truchard Vineyards—now one of the largest vineyard estates in the Carneros region. John loved the teaching and advice from his father and community of renowned Napa Valley pioneers. However, he knew early on that he wanted to chart his own course into the future of the wine business.



John’s education in the vines started with his father Tony Truchard and renowned wine pioneers Dan Duckhorn, Mike Grgich, Joe Heitz, Larry Hyde, Herb Lamb, Andre Tchelistcheff, Larry Turley and John Williams.

John started a vineyard management business. With funds earned from growing grapes for others, he eventually began planting his own vineyards. Instead of investing in land and winery infrastructure the way his parents had, John devoted himself to a new paradigm—leveraging vineyard management relationships to develop long-term leases.

PRESENT

John’s experience tending some of wine country’s most prestigious vineyards allowed him to select prime locations to grow Bordeaux, Burgundy and Rhône grape varieties best suited to the terroir. John’s



The collection includes John Anthony Napa Valley Sauvignon Blanc and Cabernet Sauvignon wines for distribution, as well as ultra small-batch Sauvignon Blanc from Church Vineyard in Carneros, Syrah and Cabernet from the Oak Knoll District of Napa Valley, Merlot from Crane Vineyard, and a Reserve Cabernet Sauvignon.

meticulously-tended vineyard sites provide the fruit for John Anthony Vineyards — elegant, place-driven wines that celebrate the unique character of each grape and location.

FUTURE



JaM Cellars is short for John and Michele. These easy-to-love, everyday wines live up to their names, and over-deliver in both quality and value.

Building on the accolades for John Anthony Vineyards, John then began making classic Chardonnay and Cabernet Sauvignon from some of his farming clients’ best vineyard blocks. He called Today, Butter Chardonnay is one of the fastest-growing Chardonnays in the United States. Consumer demand has doubled every year and key markets show triple-digit growth in ACV, which places Butter as the nation’s #1 selling chardonnay in the \$12-\$14.99 price segment. More than 800,000 cases were made for the current 2016 vintage.



FARM Napa Valley wines express John’s philosophy that “great wines are grown in the farmer’s shadow”, a viewpoint reflected even on the label.



TIMELINE

1890	1890: John’s great-grandfather Jean-Marie Truchard, grapegrower arrives in Texas from Lyon, France.
1910	
1930	
1950	1938: John’s father Tony is born on the family’s Texas vineyard.
1970	
1973	1973: The Truchards move west to Reno, eventually also buying land in Carneros, Napa Valley.
1974	1974: The Truchards start weekly treks to Napa to plant and farm their estate vineyard.
1975	
1977-1986	From 1977-1986: John’s father, Tony develops 180 acres of vineyards from old prune orchards and cattle land, teaching John grapegrowing from the ground up.
1980	
1986	1986: The Truchards move to Napa Valley full time.
1990	
1995	1995: While at UC Davis, John farms vineyards nights and weekends. FARM Napa Valley is still owned and operated by John today.
1997	1997: John takes his vineyard management business full-time, and secures his first lease on a site of his own.
1999	1999: John plants the first of his vineyards in Oak Knoll District.
2003	2003: The first vintage of John Anthony Vineyards wine (Cabernet Sauvignon and Syrah) is harvested. John plants Church Vineyard, Carneros with Sauvignon Blanc.
2006	2006: First release of John Anthony Vineyards wine receives acclaim from Wine Spectator.
2009	2009: John and his wife Michele begin JaM Cellars, producing a rich, luscious California Cabernet “JaM” under \$20.
2010	2010: John Anthony Vineyards Tasting Lounge opens in downtown Napa. JaM Cellars adds Butter Chardonnay, selling 1,000 cases.
2014	2014: FARM Napa Valley by John Anthony makes a Chardonnay and Cabernet Sauvignon with select fruit farmed by John.
2016	2016: JaM Cellars Napa opens in downtown Napa. Butter Chardonnay doubles year-over-year, becoming the #2 selling Chardonnay in its price segment.
2018	2018: Inaugural vintage of California Candy Dry Rosé and Butter Chardonnay cans. Butter Chardonnay is the number 1 selling Chardonnay in it’s price segment.
2020	