



JaM Cellars
POS & Merchandise Catalog
2018

POS & Merch Guidelines

- Scan this catalog for all POS and merchandise available for distributors and accounts. Cut, paste and share as needed.
- The following POS is available in distributor warehouse inventory 1) case cards 2) shelf talkers and 3) 3-case sleeves
- RM's manage all other POS and merchandise inventory such as tasting cards, sunglasses, govinos and Butterballs
- All POS and merchandise requests must be approved by RSD
- To restock inventory, please direct shipping requests to Ashley Glenn
- POS and merchandise are reprinted 2x per year, or by special request

Mackenzie Burke

Trade Marketing Coordinator

Mackenzie@javwine.com

Case Cards: Butter Chardonnay

Evergreen/Always On

- Months Active: January –December
- 3/pack



Case Cards: JaM Cabernet

Evergreen/Always On

- Months Active: January –December
- 3/pack



Case Cards: Toast Sparkling

Evergreen/Always On

- Months Active: January –December
- 3/pack



Shelf Talkers: Butter Chardonnay

Evergreen/Always On

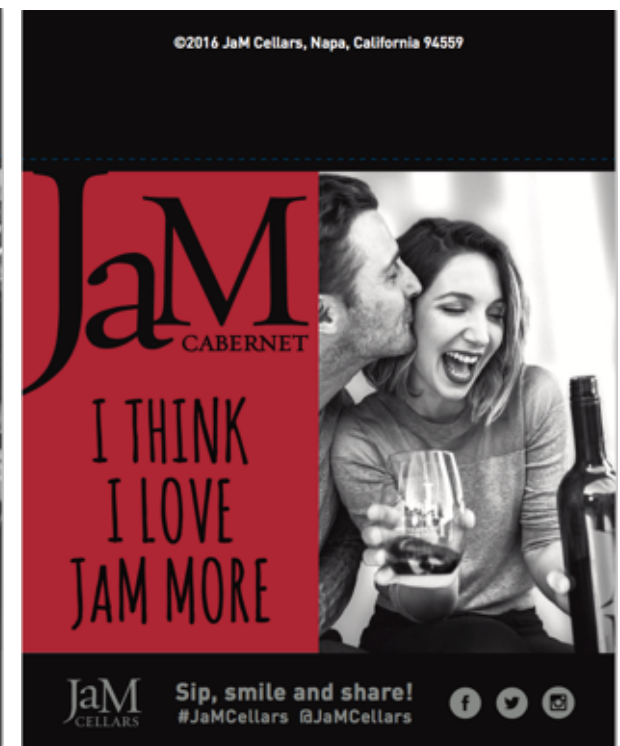
- Months Active: January –December
- 3/pack



Shelf Talkers: JaM Cabernet

Evergreen/Always On

- Months Active: January –December
- 3/pack



Shelf Talkers: Toast Sparkling

Evergreen/Always On

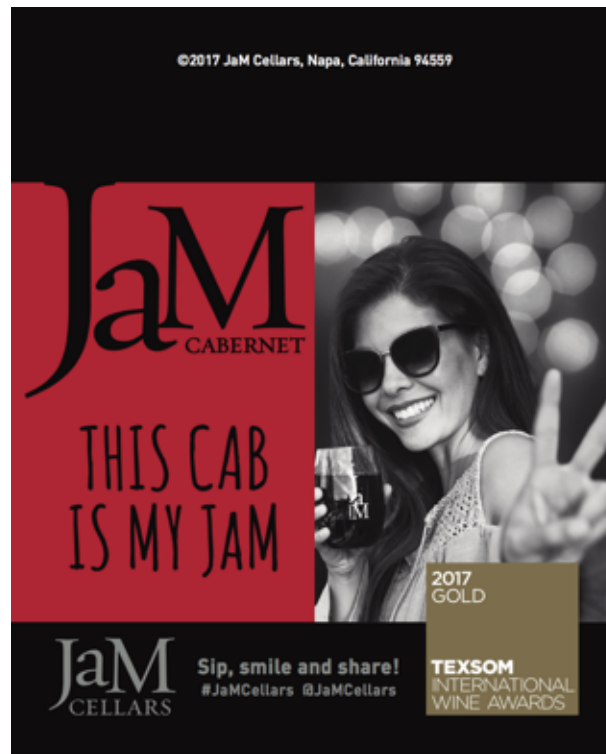
- Months Active: January –December
- 3/pack



Shelf Talkers: Butter & JaM

*Download for Print Only

- Months Active: January –December
- 4/sheet
- Available for download at JohnAnthonyFamilyofWines.com Trade Tools



Tasting Cards: Butter, JaM & Toast

Evergreen/Always On

- Months Active: January –December
- 100/pack



Front



Back



Front



Back



Front



Back

3 Case Sleeves: Butter & JaM

Evergreen/Always On

- Months Active: January –December
- 5/pack (advise distributor warehouse to split pack based on store needs)



JaM JaMCellars.com | 707.265.7577
CELLARS JaM Cellars, Napa CA 94559

Coupons: Non-Seasonal

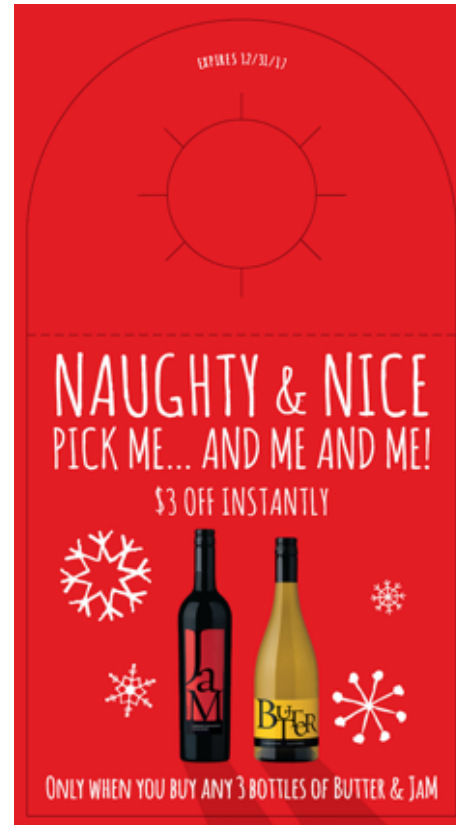
Available for Exclusive Programs

- Months active: Jan 1, 2018 – Sept. 30, 2018
- MIR & IRC's available
- Coupon value \$3
- 2 versions:
 - Butter & JaM
 - Butter, JaM & Toast
- 10/pack



Coupons: Holiday Seasonal

- Months active: Nov. 1-Dec. 31
- Coupon value: \$3 off bottles
- 2 versions:
 - Butter & JaM
 - Butter, JaM and Toast
- Available in MIR or IRC
- 25/pack



End Cap Display: Poster

Evergreen/Always On

- Months Active: January –December
- 1/pack
- Size: 48"x36" double sided with 2 holes for hanging
- Butter & JaM duo version also available



In-Store Tastings: Tabletop Poster

Evergreen/Always On

- Months Active: January –December
- 1/pack
- Size: 11" x 8 ½" with easel



Govinos: Butter & JaM

Evergreen/Always On

- Months Active: January - December
- 72/box
- 16 oz, hand wash, 2 sided



Sunglasses: Butter & JaM

Evergreen/Always On

- Months Active: January - December
- 1/package



Ice Bags: Butter & Toast

Evergreen/Always On

- Months Active: January - December
- 1/package



Butter Balls

Evergreen/Always On

- Months Active: January - December
- 1/package
- 16" beachballs

