

#27

ACROSS ALL U.S. DOMESTIC
CABERNET SAUVIGNON

Nationwide, JaM Cabernet ranks #27 in its price point (\$15.00-\$19.99) based on the preceding 13-week period. [Source: Nielsen, July 15, 2017]

...Cabernet Sauvignon
is the **second best-selling**
category behind Chardonnay

As a category, Cabernet Sauvignon is growing 6% YOY based on dollar (\$) volume in the preceding 52-week period and the second best-selling varietal behind Chardonnay. [Source: Nielsen, August 12, 2017, \$15.00-\$19.99 price category]



#1

fastest
growing Cabernet
IN ITS PRICE POINT

Of the top 40 Cabernet Sauvignons in the \$15.00-\$19.99 price segment, JaM Cabernet is the fastest growing at 217% YOY growth based on preceding 13-week period. [Source: Nielsen, July 15, 2017]

JaM Cabernet experienced triple digit growth in the preceding 4, 13, 26 and 52 week periods at 223%, 217%, 225% and 198%. [Source: Nielsen, July 15, 2017, \$15.00-\$19.99 price category]

triple digit

GROWTH
YEAR-OVER-YEAR

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