

RANKED
#25
...and growing
fast

JaM Cabernet ranks #25 across all U.S domestic cabernet sauvignon in its price point (\$15.00-\$19.99) and growing fast. [Source: Nielsen, Dec. 2, 2017, 13-week period]

...cabernet sauvignon
is the **second best-selling**
category behind chardonnay

As a category, cabernet sauvignon is growing 8% YoY based on dollar (\$) volume in the preceding 52-week period and the second best-selling varietal behind chardonnay. [Source: Nielsen, Dec. 2, 2017, \$15.00-\$19.99 price category]



#2
fastest
growing cabernet
IN ITS PRICE POINT

Of the top 25 cabernet sauvignons in the \$15.00-\$19.99 price segment, JaM Cabernet is growing fast at 179% YoY growth based on preceding 13-week period. [Source: Nielsen, Dec. 2, 2017]

JaM Cabernet experienced triple digit growth in the preceding 4, 13, 26 and 52-week periods at 175%, 179%, 194% and 204%. [Source: Nielsen, Dec. 2, 2017. \$15.00-\$19.99 price category]

**triple
digit**
GROWTH
YEAR-OVER-YEAR

JaM
CELLARS

JaMCELLARS.COM | 707.265.7577
1460 FIRST ST., NAPA, CA 94559