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**FOR IMMEDIATE RELEASE**

**AMERICA'S WINE O'CLOCK IS 6:59 PM, ACCORDING TO  
WINE HABITS SURVEY BY JaM CELLARS**

**Napa, CA (March 6, 2019)** – [JaM Cellars](#), makers of Butter Chardonnay—the fastest growing of the top 30 chardonnays in the country—reveals the results of its recent wine drinking habits survey, conducted in conjunction with OnePoll. As part of JaM's mission to make great wines accessible to everyone, they recently set out to find America's Wine O'Clock—that special time of day when Americans most like to enjoy their wine. After surveying 2,000 Americans, the results are official: America's Wine O'Clock is 6:59 p.m.

The survey also found that of all of life's everyday treats—from watching television to enjoying a home cooked meal—drinking wine tops the list at number one. 65 percent of respondents named it as their number one pleasure in life, choosing wine over other daily pleasures and indulgences, including eating dark chocolate, fresh towels, reading a good book, and getting a massage.

The survey also revealed that Americans don't need a special occasion to crack open a bottle: 67 percent shared that having some "me-time" to relax and unwind is their favorite reason to enjoy wine, followed by fun times with friends (49 percent). In terms of frequency of enjoying wine, it turns out that over 50 percent of Americans drink wine at least weekly, with half of those enjoying a glass several times per week.

"It's exciting to see America embracing wine for so many different reasons, and not only for special occasions," said JaM Cellars Co-Founder, Michele Truchard. "JaM Cellars was started 10 years ago with the goal of making delicious wines that are fun, easy to love, easy to enjoy every day, and that over deliver at their price point. With the results of this survey, we were thrilled to learn that America is 'thinking outside the dinner table' with how they enjoy wine. Butter Chardonnay especially has really struck a chord with people, because I think they love how delicious and easy to drink it is—whatever and wherever the occasion."

Americans' top spot to enjoy wine is on their couch (46 percent) followed by outside on the patio (29 percent). The results of the survey showed that Americans like red (74

percent) and white wines (63 percent) the best—with rosé (47 percent) and sparkling wines (40 percent) also making it into some of their wine glasses. Seasons play a big role in wine of choice, with white wine being a Wine O’Clock favorite in spring and summer (44 percent) and reds preferred in fall and winter (51 percent).

“JaM Cellars’ mission is to make wines that are less intimidating and are accessible anywhere, anytime—and it seems like America agrees,” Truchard added. “Whatever your favorite—a melt-in-your mouth chardonnay like Butter or a rich fruity cabernet like JaM Cab—6:59 p.m., or your own personal wine time, is a great Wine O’Clock to put on the calendar!”

### **About JaM Cellars**

JaM Cellars is all about easy-to-love, everyday wines. Crafted by Napa Valley vintners John and Michele Truchard (the “J” and “M” in JaM), Butter Chardonnay, California Candy Dry Rosé, JaM Cabernet Sauvignon and Toast Sparkling are rich, bold, luscious, and live up to their names. Butter Chardonnay melts in your mouth, California Candy leaves you wanting more, JaM Cabernet brims with berries, and Toast Sparkling is a celebration in a 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 and California Candy are both available in fun, grab-and-go 4-packs of 250ml cans. Check out JaM Cellars on Facebook and Instagram @JaMCellars #JaMCellars and JaMCellars.com.

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