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JaM CELLARS LAUNCHES NEW JaMHAPPYHOUR PODCAST
*JaM Cellars debuts a new wine and music experience across Apple, Spotify, Google,
and iHeartRadio platforms*

Napa, CA (January 11, 2021) – [JaM Cellars](#), makers of Butter Chardonnay, announces the launch of its new wine and music JaMHappyHour Podcast to drop every #WineWednesday on all major streaming platforms, including Apple, Spotify, Google, iHeartRadio and more. Each episode will showcase interviews and live performances from musicians around the country, with the first six episodes available now, featuring [Mondo Cozmo](#), [Lee DeWyze](#), and [The Ghost of Paul Revere](#).

The JaMHappyHour Podcast is a continuation of the winery’s commitment to music as a way to enjoy their easy-to-love wines Butter Chardonnay, JaM Cabernet, Sugar Sweet White, and Toast Sparkling. JaM Cellars, the 5-year Presenting Sponsor of BottleRock Napa Valley launched the popular live-music virtual JaMHappyHour series on Facebook Live in April in response to COVID-19 event and venue closures. Featured artists to-date include The California Honeydrops, Mondo Cozmo, Royal Jelly Jive, The Ghost of Paul Revere, Matt Costa, Rainbow Girls, Bridget Kearny of Lake Street Dive, and Will Anderson of Parachute.

“Music, especially live music, has been part of JaM Cellars DNA since John and I introduced these wines in 2008. We made these wines to be enjoyed by anyone, anytime. Live music, whether at BottleRock music festival or here in Napa at the JaM Cellars wine and music studio, is a wonderful backdrop to bring people together to share our wines,” said Michele Truchard, co-founder of JaM Cellars. “When COVID-19 hit last spring, we still wanted to give people a fun, safe space to connect with our wines and music and so JaMHappyHours was born. It’s been a gift during these challenging times to see them become so popular and now the JaMHappyHour Podcast will allow even more people to enjoy them.”

In December 2020, JaM Cellars announced a new partnership with Sweet Relief Musicians Fund, a national non-profit organization providing financial assistance to career musicians in need. JaM Cellars has committed a minimum donation of \$25,000 to Sweet Relief through 2021, and special JaMHappyHours will feature artists connected to Sweet Relief to raise funds for the non-profit’s COVID relief grants. These special JaMHappyHours benefiting Sweet Relief will also feature on the JaMHappyHour Podcast.

“It’s an honor to partner with so many talented artists for our JaMHappyHours series—thanks in large part to our work with Sweet Relief,” added Michele Truchard. “We are very excited to start

sharing these performances with wine and music lovers as a podcast so you can sip and listen in from the comfort of your sofa anytime.”

JaM Cellars continually seeks to find new ways for people to enjoy its wines beyond the dinner table. Given the increasing popularity of podcasts—the total listening audience of which continues to grow at a compound average growth rate of 20% (*source: Nielsen Podcast Listener Buying Power Database 2020*)—the JaMHappyHour Podcast is one more way that wine and music lovers can enjoy live music alongside JaM Cellars wines. Listeners can access the JaMHappyHour Podcast through Apple Music, Spotify, and the JaM Cellars website at www.jamcellars.com/podcast.

First six JaMHappyHour Podcast episodes:

- Mondo Cozmo (benefiting Sweet Relief)
- Lee DeWyze
- The Ghost of Paul Revere
- The California Honeydrops
- Kyshona
- Akie Bermiss (of Lake Street Dive)

About JaM Cellars

JaM Cellars is all about easy-to-love, every-day wines. Crafted by Napa Valley vintners John and Michele Truchard (the “J” and “M” in JaM), Butter Chardonnay, JaM Cabernet Sauvignon, Sugar Sweet White, and Toast Sparkling are rich, bold, luscious, and live up to their names. Butter Chardonnay melts in your mouth, JaM Cabernet brims with berries, Sugar Sweet White is a simple kiss of sweetness, and Toast Sparkling is a celebration in a glass. These wines are meant to be enjoyed anytime—whether it’s a special occasion or every-day celebration. And now even easier to love, Butter is available in fun, grab-and-go single-serve 250ml ButterCans—each about a glass and a half, also available in a 4-pack. Check out JaM Cellars on Facebook and Instagram @JaMCellars #JaMCellars and JaMCellars.com.

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