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**FOR IMMEDIATE RELEASE**

**BUTTER CHARDONNAY NAMED IMPACT “HOT BRAND” 2020**

*Popular California wine brand recognized with industry honor for fifth consecutive year*

**Napa, CA (March 15, 2021)** – Butter Chardonnay by [JaM Cellars](#) has been named a 2020 Impact “Hot Brand” award winner for the fifth year in a row. Based in Napa Valley, JaM Cellars is the producer of Butter Chardonnay, one of the fastest-growing chardonnays in the country, as well as JaM Cabernet, Toast Sparkling, and the newly-released Sugar Sweet White.

To be considered for an Impact “Hot Brand” Award, wineries must show a minimum depletion of 250,000 cases annually, and reflect at least a 10 percent volume growth in the past three calendar years or 15 percent growth in 2020 over 2019. The first release of Butter Chardonnay in 2010 was 1,000 cases and the brand showed triple-digit growth in each of its first seven years. Today, Butter is the number two best-selling chardonnay above \$12 in the U.S. (*source: Nielsen 01/23/21*).

“We are incredibly grateful to be recognized as an Impact ‘Hot Brand’ for the fifth consecutive year,” said JaM Cellars Founder and CEO, John Anthony Truchard. “During a difficult year for so many, we are humbled to see how much Butter Chardonnay has continued to be a part of so many people’s lives. We’re extremely honored by the support we’ve received from our customers, retailers, and wholesale partners as we continue to develop and expand our JaM Cellars portfolio.”

Second-generation Napa Valley vintners John and Michele Truchard are the "J" and "M" in JaM Cellars. After almost a decade crafting ultra-premium wines in the Napa Valley, they decided to make easy-to-love wines that are simple and approachable for everyday celebrations as well as special occasions. JaM Cellars wines are part of the John Anthony Family of Wines portfolio, which includes John Anthony Vineyards, FARM Napa Valley, Serial Wines, and Weather.

**About JaM Cellars**

JaM Cellars is all about easy-to-love, every-day wines. JaM Cellars wines—Butter Chardonnay, JaM Cabernet Sauvignon, Toast Sparkling, and the newly-released Sugar Sweet White—are rich, bold and luscious, and live up to their names. Butter Chardonnay melts in your mouth, JaM Cabernet brims with berries, Toast Sparkling is a celebration in the glass, and Sugar Sweet White is a simple kiss of sweetness. 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 or online at JaMCellars.com.

**About John Anthony Family of Wines**

John Anthony Family of Wines includes John Anthony Vineyards, FARM Napa Valley, Serial Wines, Weather, and JaM Cellars. John Anthony Vineyards produces exclusive wines created from small vineyard sites in Oak Knoll District, Carneros, and Coombsville regions, all available in the winery’s downtown Napa tasting lounge. FARM Napa Valley was started by John Anthony Truchard as a farming company growing Napa Valley grapes for others. Realizing that he was farming some of the best land in the region, John decided to make wine from several of the small hand-farmed lots in the name of the farming company. The FARM Napa Valley label is inspired from the simple philosophy that “great wines are grown in the farmer’s shadow”. Serial Wines is a collection of red wines

from Paso Robles—deep, plush, and vibrant from this largely undiscovered and exciting wine region. Weather is a curated collection of Burgundian varietal wines sourced from California microclimates and highlighting the dynamic relationship between vines, terroir, and the elements. JaM Cellars was founded in 2009 in response to the downturn in the economy and experienced triple-digit growth in its early years by offering wines made in the tradition of great California winemaking at accessible sub \$20 price points. Today Butter Chardonnay from JaM Cellars is the #2 selling chardonnay above \$12 in the U.S. (source: Nielsen scan data 2021).

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