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FOR IMMEDIATE RELEASE

JaM Cellars Announces Fifth Year Presenting Sponsorship of BottleRock Napa Valley

Napa, CA (August 19, 2021) – [JaM Cellars](#), makers of easy-to-love wines including Butter Chardonnay—one of the fastest-growing chardonnays in the country—announces its return as Presenting Sponsor of [BottleRock Napa Valley](#) in 2021. This year the festival will be held from September 3-5, 2021 in downtown Napa, CA. A world-class food and wine festival within a world-class music festival, BottleRock’s highly-anticipated return will feature Guns N’ Roses, Foo Fighters, and Chris Stapleton as headliners on the JaM Cellars main stage, capping off a full weekend lineup of renowned artists including Miley Cyrus, Megan Thee Stallion, G-Eazy, Brandi Carlile, Cage The Elephant, and more.

“As one of BottleRock Napa Valley’s first wine sponsors back in 2013, the JaM Cellars team is excited to return as Presenting Sponsor for the fifth year this fall,” said JaM Cellars Founder and CEO, John Anthony Truchard. “Music is an integral part of the JaM Cellars brand and the festival is a memorable way for people to enjoy our wines with friends and loved ones. It’s an honor to continue our partnership with BottleRock Napa Valley and once again provide exceptional wine and music experiences that our friends, community, trade partners and JaM Cellars team looks forward to so much.”

As Presenting Sponsor, JaM Cellars offers festival-goers the chance to sip, savor, and enjoy their full line-up of wines, including Butter Chardonnay, JaM Cabernet, Sugar Sweet White, and Toast Sparkling. Butter and JaM Cab can be found throughout the festival grounds at every bar concession, while Sugar and Toast are exclusively available at the JaM Cellars’ JaMPad acoustic stage and lounge, alongside this year’s new SugarSpritz Watermelon wine-tail.

At the JaMPad, the festival’s fifth stage located to the north of the JaM Cellars main stage green, JaM Cellars hosts and livestreams unplugged JaMSessions and conversations with artists playing across the festival. It is the place to be in GA to get up close and personal with artists and enjoy delicious wines. Plus roaming JaMbassadors will invite JaMPad audiences to scan and win tickets to BottleRock Napa Valley 2022, presented by JaM Cellars. This year’s JaMPad JaMSessions include Matt Nathanson, Mondo Cozmo, Walk Off The Earth, and many more. The full JaMPad lineup is outlined below:

Friday, September 3

Peter Harper - 1:45 pm

Suki Waterhouse - 3:00 pm

Crimson Apple - 4:30 pm

Lawrence - 6:00 pm



Big Freedia - 7:30 pm

Saturday, September 4

S8NT Elektric - 12:45 pm

Olivia O'Brien - 2:15 pm

Warren G - 3:45 pm

Matt Nathanson - 5:15 pm

Mondo Cozmo - 6:45 pm

Sunday, September 5

Sam Johnson - 1:40 pm

Chris Pierce - 2:45 pm

Walk Off The Earth - 4:15 pm

Almost Monday - 5:45 pm

Atlas Genius - 7:15 pm

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 also includes John Anthony Vineyards, Serial Wines, and Weather Wines. To learn more about JaM Cellars' Presenting Sponsorship of BottleRock Napa Valley and the full JaMPad lineup, please visit JaMCellars.com.

About JaM Cellars:

JaM Cellars is all about easy-to-love, every-day wines. JaM Cellars' wines—Butter Chardonnay, JaM Cabernet, Toast Sparkling, and the newly-released Sugar Sweet White—are rich, bold, luscious, and live up to their names. Butter Chardonnay melts in your mouth, JaM Cab brims with berries, Toast Sparkling is a celebration in the glass, and Sugar Sweet White delivers a kiss of sweetness. These wines are made for sharing with friends anytime—whether it's a special occasion, everyday celebration, or at BottleRock Napa Valley presented by JaM Cellars, the JaM Cellars Ballroom, and the JaM Cellars wine and music studio in downtown Napa. Check out JaM Cellars on Facebook and Instagram @JaMCellars #JaMCellars or online at JaMCellars.com.

About BottleRock Napa Valley

BottleRock Napa Valley features the world's top musicians on five music stages plus the VIP Acoustic stage, along with the infamous BottleRock Culinary Stage showcasing one-of-a-kind culinary and celebrity mashups. Master Sommeliers, celebrity chefs and dozens of the region's finest vintners, restaurateurs and brewers rub shoulders with guests in an intimate setting. BottleRock Napa Valley offers the best in wine, food and craft brews to complement the music and create an authentic wine country experience for festival guests. To keep up to date on festival pass availability and additional details about the festival, please visit www.bottlerocknapavalley.com and sign up to receive email notifications. Join the conversation on [Facebook](#) and follow us on Twitter (@BottleRockNapa, #BottleRock) and Instagram (@BottleRockNapa, #BottleRock).