



## John Anthony Exec on the Success of JaM Cellars

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John Anthony Family of Wines opened its doors in 2003, beginning with the John Anthony and Farm Napa Valley brands. But the company didn't explode onto the national stage until 2009 when the winery introduced JaM Cellars to the portfolio. JaM Cellars has grown from about 1,000 cases in its first year to 860,000 cases last year. In 2017 the brand grew more than 100,000 cases with double-digit increases, according to Nielsen [see [WSD 01-26-2018](#)], and now they've added a rose and are getting into the canned wine game.

"John Anthony and FARM make us interesting....but JaM Cellars definitely makes us relevant," evp of sales Geoff Whitman tells WSD.

The JaM portfolio, all of which are priced around \$20 includes: Butter chardonnay, Cabernet Sauvignon, Toast Sparkling and now a rose called Candy. Butter is definitely the growth driver behind the JaM portfolio, with triple-digit growth.

"We see growth in every state, every market. Basically, if there is solid distribution in place we see the brand growing in the triple digits," says Geoff.

The key demographics for the brand skew toward women aged 24-55, and the bulk of JaM's growth is in the off-premise. "The brand just seems to resonate with consumers and the adoption at retail has been like nothing else I have ever seen in the business," he says

But don't discount on-premise. There's "very nice and continuing lift in the on-premise as well" and the winery has "aggressive plans" for a by-the-glass strategy, according to Geoff

Speaking of single-serve offerings, JaM will also be launching canned wine this year. Butter will be the first available in the format, rolling out this year and Candy is set to follow in 2019. They'll be available in four-packs of 250 ml cans for \$20.

To keep JaM's momentum going, the winery recently wrapped up a round of distribution changes--about 35 changes total--to better align with the Southern Glazer's Wine & Spirit network. JaM can now be found in all 50 states, with SGWS handling distribution in 32 states.

"We just knew that we were getting into the national chain business pretty heavy, and if

you know anything about that world, you know you can't gap," he adds.

As a result, some tough calls had to be made, and when it comes to a distributor/supplier relationship, Geoff says: "Either you're going to outgrow us or we're going to outgrow you. But if we can grow together, that's even better."