

FOR IMMEDIATE RELEASE

Butter Chardonnay Gets Bigger

Magnums Now Available

Sept 18, 2017, Napa, CA -- Butter Chardonnay by JaM Cellars is now available in magnum (1.5L) bottles in [big box stores](#) and select [retailers across the US](#).

"It has been our goal from the beginning to take small-lot premium winemaking techniques and create a delicious wine at an accessible price point," stated JaM Cellars CEO and founder, John Anthony Truchard. "Butter's success has been explosive and 'Big Butter' magnums are just one way we're responding to retailers and our wine lovers to give them more of what they want."

Based on Nielsen reports, of the top 30 Chardonnays in the country, Butter Chardonnay is the #1 fastest growing Chardonnay. Since releasing the first vintage of Butter in 2010, production has more than doubled each year, with year-over-year, triple-digit growth over the last 7 years.

Second-generation Napa Valley vintners John and Michele, are the "J" and "M" in JaM Cellars. After almost a decade crafting ultra-premium wines in the Napa Valley, they decided to make some super-accessible wines that could be enjoyed anytime.

Butter Chardonnay is a rich, luscious, easy-to-love California Chardonnay. Made in the tradition of great Californian winemaking, the wine shows juicy, ripe, stone fruit and baked-lemon aromas. Butter Chardonnay is cold fermented to the perfect, rich creaminess and aged in a proprietary blend of oak, giving this wine a lovely, long, vanilla finish that's uniquely Butter.

For more information, please visit www.jamcellars.com.

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About JaM Cellars

JaM Cellars is all about easy-to-love, everyday wines. Made by Napa Valley vintners John and Michele (the "J" and "M" in JaM), Butter Chardonnay, JaM Cabernet Sauvignon and Toast Sparkling are exceptional-quality wines that live up to their names. Butter melts in your mouth, JaM Cab is berry-licious and Toast is a celebration in your glass. 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 and music year-round at the JaM Cellars Ballroom and the JaM Cellars studio in downtown Napa. Visit JaM Cellars on [Facebook](#) and [Instagram](#) @JaMCellars #JaMCellars and JaMCellars.com.