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FOR IMMEDIATE RELEASE

JaM Cellars Announces Fourth Year Presenting Sponsorship of BottleRock Napa Valley

Napa, CA (May 6, 2019) – [JaM Cellars](#), makers of easy-to-love, everyday wines including Butter Chardonnay, one of the fastest-growing chardonnays in the country, announces its return as Presenting Sponsor of BottleRock Napa Valley from May 24-26, 2019. Named one of *USA Today's* '10Best' music festivals in 2019, BottleRock is a world-class food and wine festival inside a world-class music festival. This year's headliners include Imagine Dragons, Neil Young + Promise of the Real, and Mumford & Sons, along with many more on the JaM Cellars stage. In their fourth year as Presenting Sponsor, JaM Cellars will offer festival-goers a variety of different interactive ways to sip, savor, and enjoy their full line-up of wines, including Butter Chardonnay, California Candy Dry Rosé, JaM Cabernet, and Toast Sparkling.

JaM Cellars hosts two activations within General Admission for festival-goers to explore: the JaMPad, the festival's fifth stage, and the Instagram-ready JaM Cellars glittery wine cabana. Overlooking the JaM Cellars stage, the JaMPad is the heart of JaM's festival experience, featuring unplugged artist JaMSessions hosted by @97.3 Alice Radio's Jayn, including artists Alec Benjamin, Michael Franti, Elle King, Bishop Briggs, and many more, along with DJ dance parties and live streaming from the JaM Cellars stage. Festival attendees are invited to stop by early to grab their very own BottleRock JaMPad gig poster screen printed by hand and enter for a chance to win a JaMPad Clubroom upgrade to get up close and personal with JaMSession artists, or the chance to attend BottleRock Napa Valley 2020.

The JaM Cellars glittery wine cabana, now in its second year at the festival—named the 'most visited' activation in 2018—overlooks the Firefox Stage and features glitter stations, jumbo-sized Candy bottles, and a photobooth with plenty of photo opps—did someone say unicorn? The JaMPad and the JaM Cellars cabana both also offer JaM's exclusive-to-BottleRock Candy Frosé, a frozen blend of JaM's California Candy Dry Rosé, which is as pretty as it is delicious.

"JaM Cellars was one of BottleRock Napa Valley's first wine sponsors in 2013. This year will be our fourth year as Presenting Sponsor. It's been great to see how the partnership has developed as our wines and the festival have both grown in popularity," said JaM Cellars Founder and CEO, John Anthony Truchard. "Through sponsorship of BottleRock and other events across the country, music has continued to be an integral part of the JaM Cellars brand and a memorable way for people to enjoy JaM wines beyond traditional settings."

"Our ties to Napa are strong—it's where we started our business and our family," said JaM Co-Founder, Michele Truchard. "BottleRock Napa Valley is about having fun and celebrating life—just

like our easy-to-love wines. We're excited to be a key part of the festival, giving people the chance to sip and 'JaM' with us alongside world-class musical talent. It doesn't get any better than this."

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, and Serial.

To learn more about JaM Cellars' Presenting Sponsorship and full JaMPad lineup, please visit JaMCellars.com. Limited tickets for BottleRock are still on sale, and can be purchased at bottlerocknapavalley.com/tickets/.

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, California Candy Dry Rosé, JaM Cabernet Sauvignon and Toast Sparkling are rich, bold and luscious, and live up to their names. Butter Chardonnay melts in your mouth, California Candy Dry Rosé leaves you wanting more, JaM Cab brims with berries, and Toast Sparkling is a celebration in the 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, 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 and JaMCellars.com.

About John Anthony Family of Wines

John Anthony Family of Wines includes John Anthony Vineyards, FARM Napa Valley, Serial, and JaM Cellars. John Anthony Vineyards features wines created from small vineyard sites from the Oak Knoll District, Carneros and Coombsville regions, all available in the winery's downtown Napa tasting lounge. FARM Napa Valley was started by John Truchard as a farming company in the Napa Valley. Realizing that he was farming some of the best dirt in the Napa Valley, John began producing wine from several of the small hand farmed lots in the name of the farming company. The FARM Napa Valley logo is inspired from the simple philosophy that great wines are grown in the farmers' shadow. Serial is a collection of red blends. Deep, plush and vibrant wines made from Paso Robles. The name and the labels are provocative, inspired from hand selected artists and named solely with cryptic numbers left for you to discover the meaning. Second-generation Napa Valley vintners John and Michele Truchard are the "J" and "M" in JaM Cellars. JaM Cellars is dedicated to creating super-approachable wines that can be enjoyed anytime – whether a special occasion, everyday celebration, or just a day of the week with a "y" in it!

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).

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