



## **JaM CELLARS LAUNCHES NEW ALEXA SKILL FOR WINE LOVERS**

*JaM debuts innovative in-home technology with Alexa skill  
and customized iHeartRadio station*

**Napa, CA (February 10, 2020)** – [JaM Cellars](#), makers of Butter Chardonnay, announces the launch of a brand new skill on the Amazon Alexa platform, allowing users to hear more about the JaM Cellars story, JaM Cellars wines, and where they are sold—all in the voice of JaM Cellars co-founders John and Michele Truchard. Users can direct their digital assistant to “Open JaM Cellars,” and the device will provide an introduction to the JaM Cellars brand. While smart speakers will interact with a full audio experience, those with screened devices can also access a visual representation of the brand, including videos, maps, and other brand imagery. Users can explore each of the individual wines, and even offer a zip code to find the closest JaM Cellars retailers.

In tandem, JaM Cellars has launched a curated iHeartRadio station, with songs and playlists that tie into the brand’s musical roots and annual festival presence. The JaM Cellars wine and music studio in Napa, California has a custom recording booth and weekly live performances. The JaM Cellars bespoke iHeartRadio station, “Summer Festival JaMs,” features artists from the many music festivals that JaM Cellars has sponsored over the years. This year marks the brand’s fifth year as presenting sponsor of BottleRock Napa Valley, with headliners that have included Tom Petty, Bruno Mars, Red Hot Chili Peppers, and No Doubt. The station is available on the iHeartRadio app or at [www.iheart.com](http://www.iheart.com).

“We want to be accessible to wine drinkers and make discovering our wines Butter, JaM, Candy, and Toast as effortless and fun as possible, and our new Alexa skill does just that,” said Michele Truchard. “JaM Cellars was started in 2008 with the goal of making delicious wines that are fun, easy to love, and easy to enjoy every day. Music has always been a part of the JaM Cellars DNA, so we’re excited that fans of our wines can now connect with us through Alexa and sip along to our iHeartRadio station just in time for the summer festival season.”

A leader in marketing innovations in the wine industry, JaM Cellars continually seeks to expand its touchpoints for wine drinkers and take its wines beyond the dinner table. Music and festivals have been a part of the brand since the beginning, and in 2016, JaM Cellars formed a multi-market partnership with iHeartMedia to connect with new audiences in a music setting. The “Summer Festival JaMs, poured by JaM Cellars” station is another way listeners can learn about and enjoy JaM Cellars wines.

Smart speakers are the fastest growing and most widely adopted technology in today’s society, with 26% of the U.S. population—66.4 million people—now using these devices. Amazon’s Alexa has approximately 61% market share. Fueled by the integration with cell phones, smart

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speakers and related apps are how users now look for information, purchase products, and connect to their favorite brands. To design, build, and certify the new Alexa skill, JaM Cellars partnered with [VoxxUp](#)—a company specializing in voice activated technology. “The VoxxUp team enjoyed working with the leadership at JaM Cellars to create an amazingly interactive Alexa skill,” said Sajeev Paul, founder of VoxxUp. “With some awesome features like store locator and coupon push, the skill puts JaM Cellars in position to tap this upcoming channel in innovative ways that the wine industry has not seen yet.”

Users can access the JaM Cellars skill through their device or the Amazon Alexa Skill Store. In select states and for a limited time, Alexa users can access a digital Butter Chardonnay coupon and redeem for an in-store discount.

## **About JaM Cellars**

JaM Cellars is all about easy-to-love, every day wines. Made by Napa Valley vintners John and Michele Truchard (the “J” and “M” in JaM), Butter Chardonnay, California Candy Dry Rosé, JaM Cabernet Sauvignon and Toast Sparkling are rich, bold, luscious, and live up to their names. Butter Chardonnay melts in your mouth, California Candy leaves you wanting more, JaM Cabernet brims with berries, and Toast Sparkling is a celebration in a glass. These wines are meant to be enjoyed anytime—whether it’s a special occasion or everyday celebration. And now even easier-to-love, Butter and California Candy are both available in fun, grab-and-go 4-packs of 250ml cans. Check out JaM Cellars on Facebook and Instagram @JaMCellars #JaMCellars and JaMCellars.com.

## **About Voxx Up**

Voxx Up is a technology company that helps organizations leverage the power of voice assistants like Amazon Alexa and Google Assistant to better connect, understand, and engage with their customers.

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