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BUTTER CHARDONNAY BY JAM CELLARS RECEIVES FOURTH CONSECUTIVE IMPACT BLUE CHIP AWARD

Distinguished accolade reflects Butter Chardonnay's sustained success and rising influence across the wine industry

Napa, CA (October 25, 2024) – Butter Chardonnay by [JaM Cellars](#), the #2 Chardonnay in dollar volume in the U.S.¹, has been honored with an Impact Blue Chip Award from M. Shanken Communications for the fourth consecutive year in a row. The consistent recognition reflects Butter Chardonnay's ability to captivate consumers year after year, setting new benchmarks for growth and popularity in the premium Chardonnay category.

The annual Blue Chip Awards, presented by M. Shanken Communications—the leading publisher of industry magazines including *Wine Spectator*, *Impact*, and *Market Watch*—recognize exceptional performance in the wine and spirits industry. To qualify for this distinguished accolade, brands must meet rigorous criteria: a minimum of 500,000 9-liter cases sold in 2023, a gross margin of at least \$25 million, and a demonstration of consistent growth. This growth can be evidenced by either ten consecutive years of volume increases or an average annual compound growth rate of 1.5% from 2013 to 2023, with at least eight years showing increases during this period.

“The consistent performance and recognition of Butter Chardonnay as a Blue Chip Brand is a testament to the brand’s enduring appeal to consumers over time,” says John Anthony Truchard, Founder and CEO JaM Cellars. “Butter disrupted the marketplace when it launched, standing for great quality wines at accessible price points that are simply delicious and easy to love. We’re now seeing how trust in the brand translates across Butter’s line extensions into Butter Cab, new Butter Sauv Blanc, and new Butter Pinot Noir. We’re excited for Butter to continue to raise the bar in the wine category with new products that exceed expectations and for the brand’s signature yellow label to be the go-to choice throughout the wine aisle.”

Earlier this year, JaM Cellars expanded its popular Butter line with two new wines: Butter Sauv Blanc and Butter Pinot Noir. Found in a wine aisle near you, Butter Sauv Blanc and Butter Pinot Noir are the brand’s third extension of the Butter brand—as Butter yellow labels take over the wine aisle—following the release of Butter Cab and Butter Bubbles in early 2022 and the introduction of ButterCans Chardonnay in 2018, currently the #1-selling Chardonnay in a can.

Napa Valley vintners John and Michele Truchard are the "J" and "M" in JaM Cellars. After John and Michele spent a decade crafting ultra-premium wines in the Napa Valley, they decided to make easy-to-love wines perfect for every-day celebrations, big and small. JaM Cellars was started in 2009 with JaM Cabernet and alongside Butter Chardonnay includes ButterCans, Butter Cabernet, Butter Bubbles, plus newly-released Butter Sauv Blanc and Butter Pinot Noir. JaM Cellars is part of the [John Anthony Wine & Spirits](#) portfolio encompassing John Anthony Vineyards, Serial Wines, and Weather Wines. For more information about JaM Cellars, visit [JaMCellars.com](#) or @JaMCellars on [Facebook](#) and [Instagram](#).

¹Source: Nielsen, Chardonnay, \$13+, 750mL, 01.27.24, 52 week, Total US xAOC

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), the JaM Cellars portfolio features Butter by JaM Cellars—including Butter Chardonnay, ButterCans, Butter Cabernet, Butter Bubbles, plus NEWLY-RELEASED Butter Sauv Blanc and Butter Pinot Noir—along with the original JaM Cabernet that started the label. All the wines are distinctively delicious: Butter Chardonnay melts in your mouth, Butter Sauv Blanc is refreshingly tropical, Butter Bubbles is bright and creamy, Butter Pinot is fruity and velvety, Butter Cab is silky smooth, and JaM Cabernet is juicy and berry-licious, Butter Chardonnay is also available in fun, grab-and-go, single-serve 250ml ButterCans—each about a glass and a half, also available in a 4-pack. JaM Cellars wines are meant to be enjoyed anytime—whether it’s a special occasion or every-day celebration. This year, Butter Chardonnay, one of the bestselling chardonnays in the U.S. over \$13, was recognized as an Impact Blue Chip Brand award winner for 10 years of consecutive growth. Check out JaM Cellars on Facebook and Instagram @jamcellars, #JaMCellars, or JaMCellars.com.

About John Anthony Wine & Spirits

John Anthony Wine & Spirits includes John Anthony Vineyards, Serial Wines, Weather Wines, and JaM Cellars, with Sake and spirits labels releasing this summer. John Anthony Vineyards produces exclusive Napa Valley wines created from small vineyard sites in Oak Knoll District, Carneros, Calistoga and Coombsville regions, all available in the winery’s downtown Napa Tasting Lounge and limited releases in national distribution. Serial Wines is a curated collection of wines from Paso Robles and beyond—lush and vibrant, sourced from exceptional vineyards in this exciting wine region. Weather Wines is a collection of Burgundian-varietal wines grown in their most-perfect microclimates across AVAs and highlighting the dynamic relationship between vines, terroir, and the elements. JaM Cellars was founded in 2009 in response to the downturn in the economy and experienced triple-digit growth in its early years by offering wines made in the tradition of great California winemaking at accessible sub \$20 price points. Today, Butter Chardonnay from JaM Cellars is the #2-selling Chardonnay above \$13 in the U.S.¹.

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