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JaM Cellars is a presenting sponsor of Napa Valley's top music festival, BottleRock.

## IN TUNE WITH CONSUMERS: BUTTER

If Butter Chardonnay is the guitar solo of the wine world—instantly recognizable, endlessly versatile, and always crowd-pleasing—then the Butter brand as a whole is the equivalent of a must-see concert these days. With the 2024 additions of Pinot Noir and Sauvignon Blanc joining Cabernet Sauvignon as well as the aforementioned Chardonnay, plus the January launch of ButterLight Chardonnay, Butter now has a bottle for every taste, mood, and moment. “Butter is taking over the wine aisle!” says CMO Sarah Montague. Meanwhile, the brand’s packaging and POS have received a makeover to highlight its expanded offerings. As CCO Liza Butler explains, “Designing the extended Butter lineup was an exciting challenge—keeping the instantly recognizable, iconic yellow label while giving each varietal distinctiveness on the shelf and on display. . . . The new [design] uses accents of yellow, black, silver, and pewter metallics to cue the different varietals,” ensuring customers can easily locate their favorite bottle of Butter.

Butter first took to the stage in 2010, when second-generation Napa Valley vintners and brand founders John and Michele Truchard released just 1,000 cases of their California Chardonnay. From there, sales zoomed upward “like a rocket ship,” says Montague, expe-

riencing double-digit year-over-year growth for almost a full decade. Along the way, Butter Chardonnay became a five-time Impact Hot Brand award winner, a four-time Impact Blue Chip award winner, and the country’s best-selling SKU of premium Chardonnay over \$13 (per Nielsen data); it now moves nearly a million cases annually. “Butter Chardonnay disrupted the wine aisle when it launched with its simple name, standout yellow label, and exceptional quality-to-value ratio,” says John Truchard, who serves as CEO. “The wine had to be delicious, of course, but the Butter brand is also beloved . . . for being unpretentious and joyful.” The natural next move was to apply the same winning formula to other varieties—and now to a lower-alcohol version of its greatest hit.

What makes Butter so easy to love? “It’s the perfect balance of rich flavor, quality, and approachability,” says Montague. The brand’s wines consistently maintain the same luscious, melt-in-your-mouth profile vintage after vintage that loyal fans count on. Their affordable price point (under \$20), nationwide availability, and unmistakable bright-yellow labels also make them a go-to crowd-pleaser. “Butter has seamlessly woven into the everyday life of wine lovers,” says Montague. “We’ve found its niche in

partnering with music, which is a great backdrop for Butter.”

Indeed, for the ninth time, JaM Cellars is presenting sponsor of Napa Valley’s top music festival, BottleRock—and to win a trip for two to the May 23–25 event, shoppers can keep an eye out for promotional materials on retail shelves and online at [drinkbutter.com](http://drinkbutter.com) before May 4. In addition to receiving two three-day general-admission festival passes to see performances from headliners Green Day, Justin Timberlake, and Noah Kahan, among many others, the winner will receive round-trip airfare; accommodations; and exclusive, not-for-sale wristbands that allow access to the JaMPad club-room, where musicians play acoustic sets between main stage acts. (Past JaMPad performers include Michael Franti, Dave Grohl, and The Struts.) Let your customers know to throw their hat in the ring for a weekend of great tunes, great wine, and great times—it’ll be music to their ears. —Amy Antonation

**Butter NV Light Chardonnay, California (\$17)** Lively and fresh, with a low ABV of 8.5% and only 85 calories per serving, this wine overdelivers for the price and offers remarkable quality for the category. Brisk acidity evokes sunshine along with clean notes of lemon blossom and lime sorbet, followed by delicate buttercream on the finish. **91** —Meridith May