

*Josh*

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JOSH CELLARS

*Media kit*

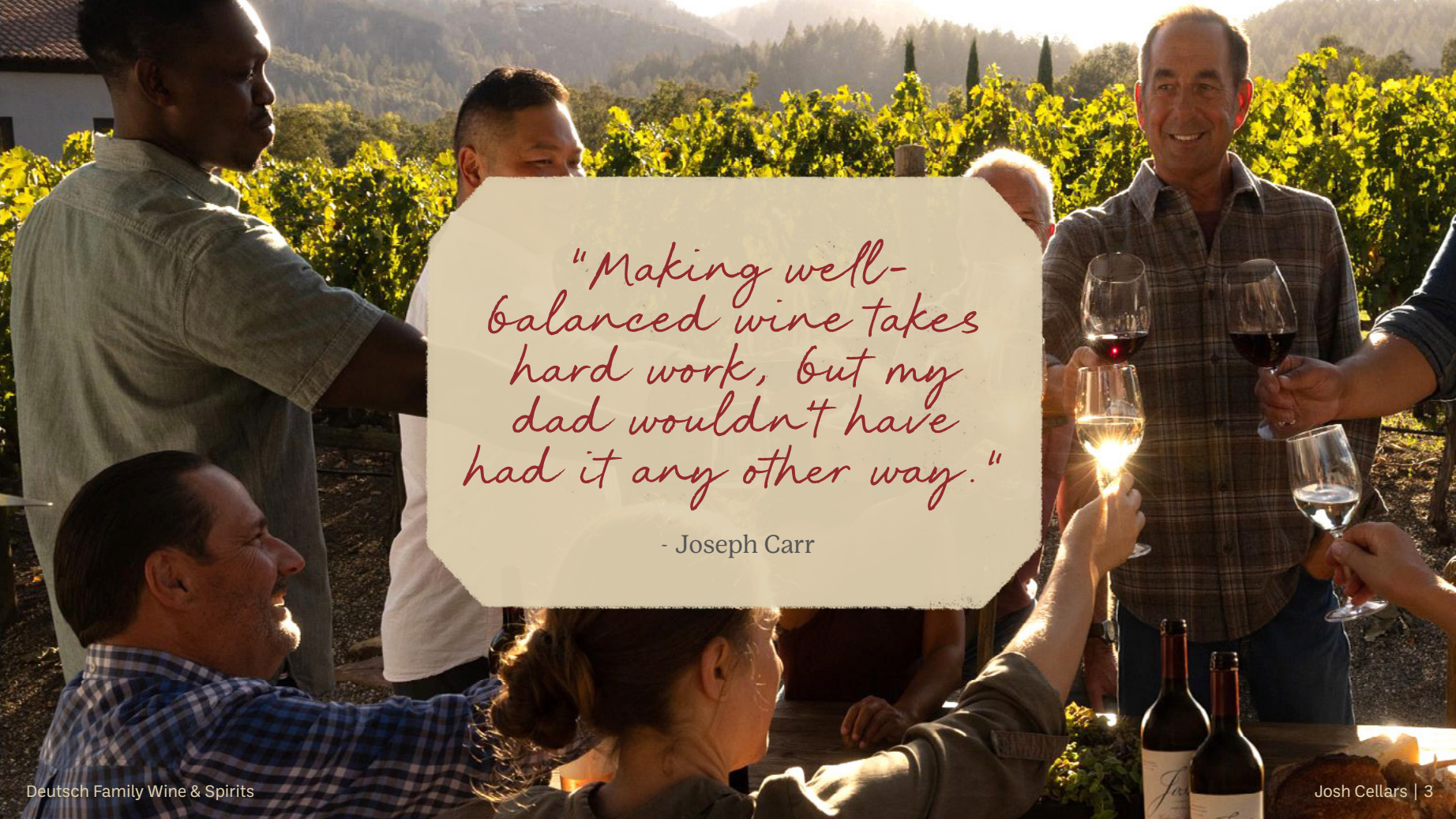
2025

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*"Making well-balanced wine takes hard work, but my dad wouldn't have had it any other way."*

- Joseph Carr





## About *Josh Cellars*

Founded by Joseph Carr in honor of his father, Josh Cellars makes bold, well-balanced, and delicious wines that are **sophisticated yet approachable**. Sourced from California's best growing regions, they are intentionally crafted for sharing with family and friends. Josh Cellars partnered with Deutsch Family Wine & Spirits in 2012, and is proud to offer a full range of varietals and a premium Reserve selection.



## 5 Things *To know*

- 1 **Named to honor a son's love for his father.** Founder Joseph Carr named the brand after his father, Josh, a U.S. Army veteran and volunteer firefighter. Josh's legacy has always inspired our hard work and determination to make delicious wines to share with friends and family.
- 2 **Josh Cellars is the #1 premium wine in America.** Joseph sold the first bottles of Josh Cellars Cabernet Sauvignon from the back of a truck in 2008. By 2015, he had already sold 1 million cases on a mission to make great wines. *(Source: IRI/Circana 52 w/e 3/3/24)*
- 3 **There's something for everyone at Josh Cellars.** We offer a full range of varietals from California ranging from Cabernet, Merlot and Pinot Noir to Chardonnay and Sauvignon Blanc. Josh Reserve Collection launched in 2016 to critical acclaim. Hearth and Seaswept are our latest innovative releases.
- 4 **Every wine we make captures the true character of each varietal.** We believe that great wines should be carefully sourced, well balanced, delicious, and made to exacting standards.
- 5 **We've grown over the years but have never lost touch for what we stand for.** Josh Cellars is named as a tribute to our founder's father. We've donated over \$1.5 million to charities to honor his legacy and share our gratitude.



# The Josh Cellars *Journey*



2008

## How it all Started:

Joseph Carr begins selling Josh out of the back of his truck. In the beginning, he only made one wine. 2007 Cabernet Sauvignon was his first vintage release, soon followed by Josh Chardonnay, a wine Joseph made for his wife, Dee.

## Gaining Recognition:

Josh Cellars begins to take off, on its way to one million cases by 2015.



2012

## Finding a Home:

Joseph Carr partners with Deutsch Family Wine & Spirits to market and sell Josh Cellars and Joseph Carr wines.

## Building a Portfolio:

The Josh Cellars portfolio begins to grow and expand, adding a Merlot, Pinot Noir, Red Blend, Sauvignon Blanc and Rosé. The brand begins to take off, eventually scaling to 1 million cases in annual sales in 2015.



2016

## Introducing Josh Cellars Reserve:

Inspired by his father's work ethic and commitment to high standards, Joseph launches Josh Cellars Reserve, a collection of fine wines from premium vineyards in California's North Coast and Paso Robles regions.





# The Josh Cellars *Journey*



2019

## Welcome Prosecco!

Inspired by his love for Italy, Joe Carr partners with the Pozzi family to create Josh Cellars Prosecco, our first sparkling wine offering.

## A Proud Family:

Josh Cellars features 10 varietals and a premium Reserve collection of wines.



2021

## Winery of the Year:

Josh Cellars named American Winery of the Year by Wine Enthusiast Magazine - Cheers!



2020

## A New Milestone:

Josh Cellars reaches 6 MM cases sold.

2023



# America's #1 Premium *Table Wine*

## **We're proud to be a favorite with American wine lovers.**

Josh Cellars is the largest and fastest growing premium \$11+ brand in the country (selling 5 million+ cases globally). – IRI/Circana 52 w/e 3/3/24 Total US MULO

## **We make great wines focused on the country's top varietals.**

Josh Cellars produces the #1 selling Cabernet Sauvignon in the U.S. The brand is a leader in all \$11+ California varietal segments by volume and value, including the #1 Pinot Noir, Merlot, Legacy (Red Blend) and Rosé; the #2 Chardonnay; and the #1 Sauvignon Blanc and Pinot Grigio in California. – IRI/Circana 52 w/e 3/3/24 Total US MULO

## **We appeal to consumers of all ages including young wine drinkers.**

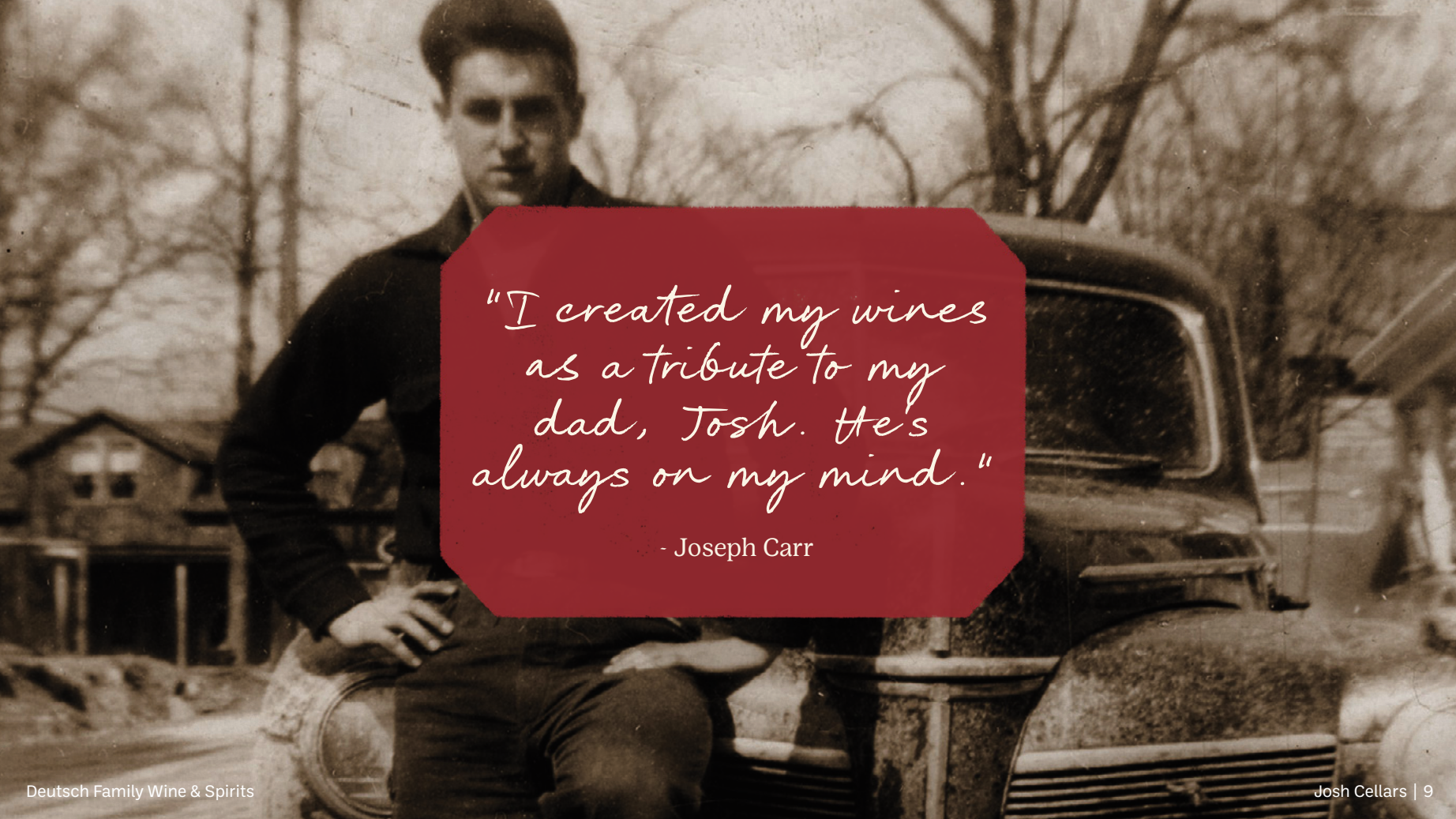
Josh is one of the few wine brands with a retail price over \$11 that over-indexes with drinkers 21-44. New wine consumers enter the category through their trust in Josh Cellars and learn about wine through our portfolio. – IRI/Circana 52 w/e 3/3/24 Total US All Outlets

## **Consumers keep coming back for more - we'll never stop working hard to make the wines they love.**

Josh has the highest repeat purchase of all leading wine brands \$11+. We're always thinking ahead to produce the wines consumers crave: Josh Hearth was the leading innovation for the brand in 2023, followed by Josh Seaswept in 2024. – IRI/Circana 52 w/e 12/31/23 Total US All Outlets







*"I created my wines  
as a tribute to my  
dad, Josh. He's  
always on my mind."*

- Joseph Carr



## Brand Founder

# Joseph Carr

Joseph Carr was raised in upstate New York by hard-working parents of modest means. His father, “Josh” a lumberjack and volunteer firefighter, instilled the importance of family and hard work into his kids. Joe discovered a passion for wine at an early age, starting off as a wine steward at a local restaurant.

**Two decades in wine** Joe spent a decade serving as a world-class sommelier followed by another decade as a wine industry executive. He left it all behind to pursue his dream: starting his own wine company with his beloved wife, Dee, in California. In 2005, Joe launched Josh Cellars, a brand created as a tribute to his father, Josh. He sold the first cases of Josh Cellars Cabernet Sauvignon from the back of his truck and quickly gained recognition from consumers.

Sourced from across California’s great wine-growing regions, every vintage of Josh Cellars represents a labor of love, a legacy of quality, and a very personal promise to make great wine. Joe’s commitment to giving back also extends to his philanthropic work with many inspiring charities that honor his father’s legacy.

Joe lives in Cape Cod, Massachusetts with his dog Molly and frequently gets visits from his daughter Cailen.





## Our Winemaker

# Wayne Donaldson

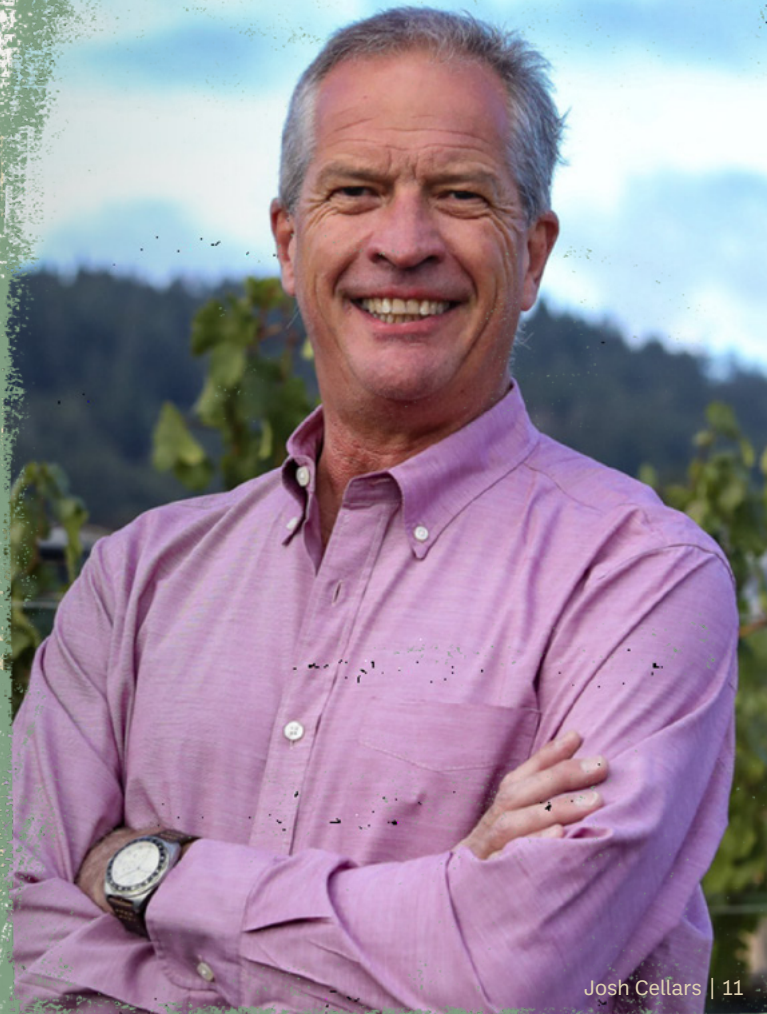
**An international leader,** Wayne Donaldson has been a leader in the international wine industry for nearly three decades, working in many of the world's finest wine-growing regions including Champagne, South Africa, New Zealand, Australia, and California. His career began in his homeland of Australia.

In 1988, Wayne became a founding member of the Domaine Chandon Australia winemaking team, where he rose to Chief Winemaker and Operations Manager, creating both a sparkling wine and still wine portfolio. He took over winemaking for Josh Cellars in 2009, and has achieved 90+ scores on a variety of Josh Cellars wines, including Cabernet Sauvignon, Sauvignon Blanc, Merlot and the North Coast Cabernet Sauvignon and Paso Robles Cabernet Sauvignon from the Reserve portfolio.

When he's not making wine, Wayne enjoys cooking and mountain biking the rugged mountain trails of Napa Valley.

*"Crafting Josh Cellars wines is all about capturing the true essence of the variety and place."*

- Wayne Donaldson



# Our Portfolio

## *Base Tier*



Prosecco  
Prosecco Rosé



Chardonnay  
Sauvignon Blanc  
Pinot Grigio



Rosé



Cabernet Sauvignon  
Merlot  
Pinot Noir  
Legacy Red Blend

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# Our Portfolio *Innovations*



Seaswept



Hearth



Non-Alcoholic  
Sparkling

Download  
**Tech Sheets & Imagery**

## Our Portfolio

# Introducing Non-Alcoholic Sparkling

Made in Italy in the heart of the Prosecco region by our 5th generation Italian winemaking team, this offering brings the delightful flavor of Josh Cellars Prosecco, without the alcohol content.

Vibrant and refreshing, with a touch of sweetness and flavors of pear, citrus and green apple, this Sparkling is crisp and bubbly, the ideal beverage for everyday enjoyment and celebrations.

Enjoy it on its own or if you prefer your bubbles in a cocktail - it makes for an easy swap for a Bellini or Spritz.



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# Our Portfolio

## *Reserve Tier*



North Coast Chardonnay  
Buttery Chardonnay



North Coast Cabernet  
Paso Robles Cabernet



Santa Barbara Pinot Noir



Bourbon Barrel Aged Cabernet  
Bourbon Barrel Aged Zinfandel

Download  
Tech Sheets & Imagery

# Connecting with *Our Consumers*



## *Experiential Events*



## *Pop-ups*







# Our Commitment *To gratitude*

To honor his dad's legacy, Joseph Carr and the Josh Cellars brand consistently support causes and communities that were important to Josh Carr – from military and veteran organizations, to out of work restaurant workers and healthcare providers.

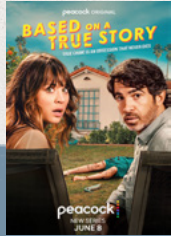
**To date, Josh Cellars has donated over \$1.5 million** to charity groups across the country, through direct donations and proceeds from the annual release of the Josh Cellars Reserve Lodi Cabernet Sauvignon. These are a selection of the organizations that Josh Cellars supports:





# Josh Cellars

## In the News, Culture & Social Media



### The New York Times

#### Giving You the Gift of Me

More presents are featuring something the recipient will be familiar with: the gift giver's face, or the mug of someone close to them.

While that gift was "super cheesy" and "typical of a gimmicky thing," she said, this year she decided to personalize wine labels for her two best friends using Josh Cellars, putting a photo of all their dogs on them. "This type of gift is so so sentimental," she said. "It's about commemorating our friendship."

### inTouch

Hot Pics! See What Your Favorite Stars and Celebrities Are Up to This Week



### VINEPAIR

How Josh Cellars Created One of America's Most Popular Proseccos



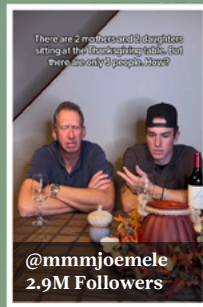
### People



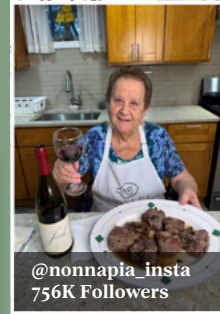
100 REASONS TO LOVE AMERICA  
101. Josh Wine  
America's Affordable. Home-sweet-home wine with a certain single-late-90s-meets-early-2000s-hipster aesthetic. But as one person at our table said, "It's both at the same time."



@360val  
28K Followers



@mmmjoemele  
2.9M Followers



@nonnapia\_insta  
756K Followers



@nameless\_james  
396K Followers



@bakedbymelissa  
1.1M Followers



@hotelobbycandle  
48.5K Followers

**NEW YORK POST**

**Why you're suddenly seeing Josh wine memes constantly: 'It's Josh o'clock somewhere'**

**delish**

**How A Wine Brand Became A Viral Meme Overnight**

**FOOD & WINE**

**Josh Cellars Wine Is all Over the Internet Right Now – Here's Why**

**PRWeek**

**'Let the memes flow': Josh Cellars' chief brand officer responds to wine going viral**

**TODAY**

**The Josh wine meme, explained: 'It's Josh o'clock somewhere'**

**bon appétit**

**Josh Wine Was Viral Long Before the Memes**



# Accolades

## *Recent Awards*

2021



2023



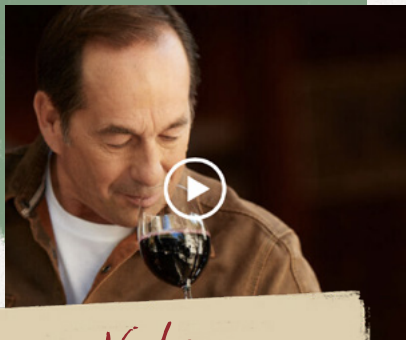
2024



# Resource *Library*



*Photos*



*Videos*



*Where to Buy*





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**DEUTSCH FAMILY**  
WINE & SPIRITS