

BREAD & BUTTER



7x AWARD WINNER
2018 - 2024

BREAD & BUTTER

w i n e s

GOING FOR GOLD

IMPACT'S "HOT BRANDS" SALUTE INDUSTRY OUTPERFORMERS

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Standout Wines Earn Honors

A total of 17 brands from the wine category earned Hot Brand honors for their 2024 performances, led by a bevy of California table wine labels along with several sparklers both imported and domestic and even a non-alcohol wine brand. Overall, 12 domestic wines made the grade, joined by five imported entries.

Bread & Butter, from WX Brands, is the second-largest Hot Brand wine this year, after rising 12% to 1.7 million cases in 2024. Last year Bread & Butter introduced a Sliced offshoot in the better-for-you wine category, retailing at \$16 a 750-ml. and carrying an abv of 9%.

2024 DOMESTIC WINE HOT BRANDS ^{1,2}										
(thousands of 9-liter cases)										
Brand	Company	Origin/Type	2021	2022	2023	2024	Percent Change ³			
							'21-'22	'22-'23	'23-'24	
Josh Cellars ⁴	Deutsch Family Wine & Spirits	California Table	4,297	4,829	5,504	6,104	12.4%	14.0%	10.9%	
Bread & Butter	WX Brands	California Table	1,160	1,338	1,536	1,717	15.4	14.8	11.8	
Bota Box Mini's	Delicato Family Wines	California Table	575	660	780	920	15.0	18.0	18.0	
Bota Box Breeze	Delicato Family Wines	California Table	365	550	710	885	50.7	29.0	24.8	
Vibe by Vendange	E. & J. Gallo Winery	California Specialty/ Table	-	10	125	650	+	+	+	
Spring Creek	E. & J. Gallo Winery	California Table	335	355	380	460	6.0	7.0	21.0	
Bonanza	Caymus / Wagner Family of Wine	California Table	210	299	358	448	42.3	20.0	25.2	
Fre	Trinchero Family Estates	De-Alcoholized Wine	313	344	379	439	10.2	10.1	15.8	
California Heritage	E. & J. Gallo Winery	California Sparkling/ Table	-	-	-	425	-	-	+	
Winemakers Selection	The Wine Group	California Table	153	214	275	401	39.4	29.0	45.7	
Silver Gate	The Wine Group	California Table	51	139	223	258	+	60.8	15.8	
Century Road	E. & J. Gallo Winery	California Table	-	10	200	255	+	+	27.5	
Total Hot Domestic Wine Brands			7,457	8,748	10,470	12,963	17.3%	19.7%	23.8%	

¹ Criteria:
Established brand with double-digit growth each year in 2022, 2023 and 2024
New brand that meets the 2024 minimum volume requirement
Established brand with at least 15% growth from 2023 to 2024

² Calendar 2024 minimum volume requirement = 250,000 cases

³ Based on unrounded data

⁴ Excludes Reserve and Prosecco

Source: IMPACT DATABANK ©2025



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