Josh

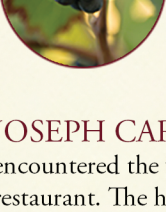## JOSH CELLARS

JOSEPH CARR , founder of Josh Cellars, first encountered the world of wine while busing tables at a restaurant. The hospitality scene sparked a passion for wine, and eventually, he was promoted to wine steward and went on to earn the status of sommelier.

He continued to master the ins and outs of the industry while serving as a wine executive for over a decade until he launched a family-owned wine company. Carr has built his brands with his father in mind—quite literally—as he was named one after him.

HERE ARE 8 THINGS YOU MIGHT NOT KNOW ABOUT JOSH CELLARS

TRUCKIN'

In 2007, the Josh Cellars brand was created, and Joseph Carr initially sold the wine out of the back of his truck.

FLAGSHIP WINE

The Josh cabernet sauvignon is their flagship wine. Carr describes it as "bold, yet approachable, like my dad Josh."

GIVING BACK

It's important to the brand to stay connected in the community and give back to others. Since the start, proceeds from Josh Cellars have gone to organizations that Carr thinks would make Josh proud: Operation Gratitude, National Volunteer Fire Council, Restaurant Workers' Community Foundation, California Fire Foundation, and Trees for Troops.

ONE MILLION CASES

In 2015, Josh Cellars breaks the 1,000,000 cases sold threshold for the first time!

THE RESERVES

In 2016, Carr launched Josh Cellars Reserve, a collection of fine wines made from premium grapes from vineyards across California's North Coast and Paso Robles regions.

BOURBON BARREL BOOM

Part of the Reserve collection is the award-winning cabernet sauvignon, which is aged for two months in bourbon barrels. The barrel-aged cab features notes of vanilla, coffee, and dark fruits, with a full body and a lingering finish.

POP THE PROSECCO

In 2019, Carr partnered with Villa Pozzi, fifth generation winemakers, to produce Josh Cellars Prosecco, their first sparkling wine.

Capitalizing on that successful introduction, they rolled out a prosecco rosé last year.

THE ACCOLADES

Since Winemaker Wayne Donaldson took over in 2009, he's led the brand to securing 90+ point ratings on a variety of Josh wines, including cabernet sauvignon, sauvignon blanc, merlot, and the North Coast Cab and Paso Robles Cab from the Reserve portfolio.