

**CROWN MEDIA INTRODUCES HALLMARK CHANNEL WINE CLUB,
FEATURING RESERVE WINES THAT CELEBRATE LIFE'S SPECIAL MOMENTS YEAR-
ROUND**

Produced in Partnership with Wines That Rock, the new Hallmark Channel Wine Club features one-of-a-kind seasonal offerings only available for Wine Club Members

New York, NY, July 8, 2021—Hallmark Channel is creating a new way for people to enjoy life's special moments with the debut of the new **Hallmark Channel Wine Club**, now accepting members at hallmarkchannelwines.com.

Created in collaboration with lifestyle wine company Wines That Rock, Hallmark Channel Wine Club will feature a series of Special Reserve wines shipped four times a year exclusively for Wine Club Members. The Club's first release, scheduled to begin shipping September 2021, features **AUTUMN DREAMS**, a special Reserve Pinot Noir with notes of boysenberry pie and ripe cherries. For its Winter Wine Club selection, the club will feature **SNOW KISSED**, a Special Reserve Zinfandel with notes of blackberries and delicious plums.

"In its first year, Hallmark Channel Wines has been a huge hit among wine lovers and Hallmark Channel enthusiasts. The Wine Club gives us the opportunity to provide our members with a truly distinct membership experience that delivers on the Hallmark Channel lifestyle," said Danielle Mullin, SVP, Brand Marketing, Crown Media Family Networks. "By joining the Hallmark Channel Wine Club, members will receive exciting new wines created exclusively for the Club and enjoy some impressive member benefits including bonus bottle(s), shipping discounts and special offers, wine tastings with the winemakers, a free month of Hallmark Movies Now, and other unique benefits like Hallmark Channel DVDs, Hallmark Publishing eBooks and audiobooks, Hallmark Keepsake Ornaments, and more."

"Hallmark Channel Wine Club gives us a unique opportunity to offer a series of Special Reserve wines, each one designed and created exclusively for Hallmark Channel Wine Club Members. These elevated wines will not only be perfectly paired for each season but will also offer our wine making team the opportunity to present a line of special reserve wines produced in small lots with a strong focus on quality and value. Each year, the Wine Club will offer four unique seasonal shipments that will deliver on taste, value and most importantly – the perfect way to celebrate life's special moments all year long." said Wines That Rock's award-winning winemaker Andrew Nelson.

Hallmark Channel Wine Club is offered in 3, 6 and 12 bottle options, each shipped quarterly to your doorstep. Wine Club offers start at just \$48 (plus shipping) for the 3-bottle option, and just \$96 for the 6-bottle option. The 12-bottle membership is priced at \$179 and features complimentary shipping. All members can look forward to hand-selected, high-quality wines, each paired with Hallmark Channel movie-viewing suggestions. Each membership tier is filled with complimentary member benefits, bonus bottles of wine, tasting notes, food pairing suggestions, and ongoing discounts for future Hallmark Channel Wine purchases.

For more information, go to hallmarkchannelwines.com. For images of upcoming Special Reserve Wines *AUTUMN DREAMS* and *SNOW KISSED*, click [here](#).

Contacts: Megan Van Tine, 212-445-6694 | MeganVanTine@CrownMedia.com
Heather Hudson | Heather@WinesThatRock.com

ABOUT HALLMARK CHANNEL

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies, scripted primetime series, and a lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises including *Countdown to Christmas* and many other seasonal offerings. Rounding out the network's slate are some of television's most beloved comedies and series, including *The Golden Girls* and *Frasier*.

For more information, please visit www.crownmediapress.com

To visit the network website, please visit www.hallmarkchannel.com

Hallmark Channel on Social Media: [Facebook](#), [Twitter](#), [Pinterest](#), [YouTube](#)

ABOUT WINES THAT ROCK

For more than 15 years the Wines That Rock's mission has been to create premium wines that enhance the direct connection between brands and fans. Wines That Rock delivers uniquely creative brand extensions while maintaining authenticity and fun.

The founders of Wines That Rock, LLC have been at the forefront of bringing pop culture to fans for decades. Originally born out of a passion for music and wine, Wines That Rock launched its namesake collection of classic wines influenced by the spirit of Rock 'n' Roll. Working together with brand owners such as: NBC Universal, ABC, The Rolling Stones, NPR, TCM, Cirque du Soleil, Star Trek, Downton Abbey, Discovery, and many others, Wines That Rock specializes in bringing new, exciting wines and wine clubs to market. With over 35 years of Rock 'n' Roll experience, Wines That Rock promotes, produces, and markets their one-of-a-kind wines to a global marketplace. For more information, please visit winesthatrock.com

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