

**CROWN MEDIA FAMILY NETWORKS INTRODUCES TWO NEW HALLMARK CHANNEL WINES,
“LOVE” AND “BLUSH”, AVAILABLE NOW IN TIME FOR THE HOLIDAYS**

**Produced in Partnership with Wines That Rock, a Delicious Red Wine Blend and Rosé
Create the Perfect Pairing with Hallmark Channel Original Movies**

New York, December 8th, 2020 – After the highly successful premiere of Hallmark Channel Wines in July, the network and wine partner, Wines That Rock, announced today the debut of **Love** and **Blush**, the newest additions to the Hallmark Channel Wines collection.

Available now at hallmarkchannelwines.com and created in collaboration with lifestyle wine company Wines That Rock, the exclusive offering includes two distinct varietals: Love, a rich, smooth, premium red blend with aromas of blackberries, blueberries, and a hint of spice; and Blush, a special rosé featuring notes of white peach, strawberries and crisp watermelon.

Hallmark’s wine-making team, brothers Andrew and Evan Nelson, announced the launch of Love and Blush during an appearance on Hallmark Channel’s **Home & Family**, remarking, “It is delicious. Based in a Grenache and very floral, tropical, and has bright acidity. The Rosé’s going to be awesome. Both these wines are perfect for gift giving and enjoying with friends and family, as well as with your favorite Hallmark Channel movies.” To watch the Nelson Brother appearance on **Home & Family**, click [here](#).

“The first two Hallmark Channel Wine varietals, **Jingle** and **Joy**, flew off the shelves – and into online shopping carts – becoming a huge sensation and a must-have accompaniment to the network’s holiday programming event, *Countdown to Christmas*,” said Danielle Mullin, SVP Marketing, Crown Media Family Networks. “With sales far exceeding our expectations, it made perfect sense to develop two brand new Hallmark Channel Wines vintages, **Love** and **Blush**, that our fans can savor and share all year long.”

“Our collaboration with Hallmark Channel has once again inspired our winemaking team to create two new additions to the Hallmark Channel Wines Collection that embody a sense of passion for celebration. We thoroughly enjoyed bringing these wines to life. These new additions to the Hallmark Channel Wine Collection really deliver on taste, value and most importantly – some lighthearted cheer” said Wines That Rock’s award-winning winemaker Andrew Nelson, who was recently named among Wine Enthusiast’s ‘40 under 40’ Tastemakers of 2020.

Hallmark Channel Wines are sold in several configurations, including a 2-pack, 4-pack, 6-pack, or a case of 12 bottles. Only a limited number of wines will be bottled, so it is recommended to place orders early while supplies last. Love and Blush are available for purchase today, just in time to receive them for the holidays. Hallmark Channel Wines will be available in retail in 2021, but at this time, are available for purchase online at HallmarkChannelWines.com.

Hallmark Channel Wines are promoted on-air, across social media and digital platforms, and on the network’s daily two-hour lifestyle show, *Home & Family*. To view images of the new offerings, **Love** and **Blush**, please click [here](#).

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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 daily, two-hour 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 diverse 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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