

## **HALLMARK CHANNEL WINES LAUNCHES CHEERS, A PREMIUM ROSÉ WINE SELTZER**

**Crisp, Refreshing, All-Natural Offering Available for Purchase Now**

**New York, NY, May 25, 2021** – Hallmark Channel welcomes an all-new addition to its hit **Hallmark Channel Wines** collection just in time for National Wine Day. The **CHEERS Rosé Seltzer**, a crisp and refreshing offering created in collaboration with wine partner **Wines That Rock**, is available for purchase now in select retail stores and online at [hallmarkchannelwines.com](http://hallmarkchannelwines.com).

CHEERS is a bubbly, delicious custom blend of refreshing citrus and light strawberry notes made with all-natural ingredients. The low-carb, gluten-free, and vegan-friendly wine-based seltzer contains 2.5g of sugar, 137 calories, and 8.4% alcohol per serving. Uniquely created in single serving cans, CHEERS Rosé Seltzer is packaged to enjoy anywhere, from the beach, to picnics, to at home with a Hallmark Channel original movie.

“CHEERS is an entirely new and unique addition to our growing Hallmark Channel Wines collection and is the perfect beverage to enjoy with family and friends, to savor during life’s special celebrations, or to gift to the Hallmark Channel fans in your life,” said Danielle Mullin, SVP, Brand Marketing, Crown Media Family Networks. “Wines That Rock has done it again and crafted a deliciously refreshing and one-of-a-kind blend for the spring, summer, and year-round.”

“CHEERS is an entirely new category. If you like rosé wine, sparkling wine or hard seltzer, then you will absolutely love CHEERS,” says Andrew Nelson, Hallmark Channel Wines winemaker and recent recipient of Wine Enthusiast’s 40 Under 40 Tastemakers. “The new CHEERS Rosé is a unique seltzer because it’s wine based. We have been working on this formula for years and believe it’s the perfect beverage for spring and all summer long – it’s the best seltzer you will have all year!”

CHEERS joins Hallmark Channel Wines as its first canned wine seltzer product. Additional offerings in the collection include the highly successful bottled varietals, Jingle, Joy, Love, and Blush, which are also available for purchase now in stores and online at [hallmarkchannelwines.com](http://hallmarkchannelwines.com).

Hallmark Channel Wines are promoted on-air, across social media and digital platforms, and on the network’s lifestyle show, *Home & Family*. To view images of CHEERS and the rest of the Hallmark Channel Wines collection, 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 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](http://www.crownmediapress.com)

To visit the network website, please visit [www.hallmarkchannel.com](http://www.hallmarkchannel.com)

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

### **ABOUT WINES THAT ROCK**

For more than 15 years 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](http://winesthatrock.com).

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