



CROWN MEDIA FAMILY NETWORKS INTRODUCES HALLMARK CHANNEL WINES.
A HOLIDAY VINTAGE SELECTION AVAILABLE FOR PRE-ORDER

**Produced in Partnership with Wines That Rock, Festive Red and White Varietals
Serve As the Perfect Pairing with Hallmark Channel Holiday Original Movies**

New York, NY, September 23, 2020 – Hallmark Channel is creating a new way for people to enjoy the network’s signature holiday original movies this year with the debut of Hallmark Channel Wines, available today for pre-order at www.hallmarkchannelwines.com.

Created in collaboration with lifestyle wine company Wines That Rock and their agent, Moxie & Company, the exclusive offerings include two distinct varietals: “Jingle”, a rich, full-bodied premium Cabernet Sauvignon with aromas of cherry, dark chocolate, and a hint of holiday spice; and “Joy”, a special crisp Sauvignon Blanc featuring notes of tropical fruits, white peach, and ripe pineapple.

“Over the last ten years, ‘Countdown to Christmas’ has evolved into something more than a collection of holiday movies, it has become a seasonal lifestyle experience,” said Danielle Mullin, SVP, Marketing, Crown Media Family Networks. “Featuring two exclusive varietals that can be found nowhere else, our Hallmark Channel Wines collection is an exciting new extension of our brand and is designed to enhance our viewers’ enjoyment of the holidays – whether as an accompaniment to our signature movies, an offering at family gatherings, or a unique gift for Hallmark Channel fans.”

“Hallmark Channel has inspired our winemaking team to create a delicious holiday themed collection that embodies Hallmark Channel’s passion for celebration. We thoroughly enjoyed bringing these wines to life. This unique Hallmark Channel Wine Collection really delivers on taste, value and most importantly – some holiday cheer” said Wines That Rock’s award-winning winemaker Andrew Nelson.

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 these wines will be bottled in time for the holiday season, so it is recommended to place orders early while supplies last. Wines will be shipped just in time for the launch of “Countdown to Christmas”, which draws over 70 million total viewers annually and consistently propels Hallmark Channel to rank as the highest-rated and most-watched cable network among Women 25-54 in Fourth Quarter.

Hallmark Channel Wines will be promoted on-air, across social media and digital platforms, and on the network’s daily, two-hour lifestyle show, “Home & Family”. To view the very first :15 spot, 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; annual pet specials including, "Kitten Bowl" and "American Rescue Dog Show"; 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

ABOUT MOXIE & COMPANY

Moxie & Company represents and manages intellectual property on a worldwide basis, including consumer and packaged goods brands, entertainment, literary, trademark, art, food, beverage, cannabis and design brands for merchandise licensing (both in and out), publishing, interactive technologies, broadcast media, sponsorship and promotions. Our mission is to create, develop, and execute long-term innovative programs that promote and protect our clients' valued intellectual properties by building enduring brands from concept to consumer. Along the way, we are committed to defining and delivering the brand promise of each trademark in our portfolio. www.moxieco.com

###