



**HALLMARK CHANNEL WINES JOINS IN ON THE *CHRISTMAS IN JULY* CELEBRATIONS WITH THE LAUNCH OF BRAND NEW HOLIDAY-THEMED VARIETALS, HOLLY & JOLLY**

**Produced in Partnership with Elvis Presley Wines, Hallmark Channel Wines  
Also Introduces *Christmas at Graceland* Limited Release**

**NEW YORK, July 8, 2022** – As Hallmark Channel gears up to celebrate its annual *Christmas in July* programming event, **Hallmark Channel Wines** announced today two holiday-themed offerings, **Holly & Jolly**, the first new Christmas-inspired varietals since the wine company's launch in 2020 with the highly successful Jingle & Joy. Both limited releases will be available to order and ready to ship beginning July 1 on [hallmarkchannelwines.com](http://hallmarkchannelwines.com), just in time for viewers to tune in for *Christmas in July* on Hallmark Channel, which will debut three all-new Saturday night original holiday movie premieres and 24/7 holiday programming through the end of July.



Created in collaboration with lifestyle wine company **Wines That Rock**, Holly is a rich, fruity red wine blend with notes of blackberries, plums, and cherries and layers of dark delicious fruit. Jolly is a crisp, clean, and lighthearted white wine blend with notes of peaches, pineapple, and tropical fruits.

"We're so thrilled to bring the joy of *Christmas in July* to life with these brand-new holiday varietals and to welcome them to our growing Hallmark Channel Wines collection," said Danielle Mullin, SVP, Brand Marketing, Crown Media Family Networks. "Building on the ongoing success and astounding fan appreciation of our offerings, Holly & Jolly were crafted with our viewers in mind and are sure to be the perfect pairing to all of their special celebrations this summer and beyond."

Additionally, Hallmark Channel Wines and Wines That Rock have partnered to create a reserve zinfandel, **Christmas at Graceland**. Building on Hallmark Channel's successful history of original movies created in collaboration with Elvis Presley Enterprises – two of which, *Christmas at Graceland* and *Christmas at Graceland: Home for the Holidays*, will air on Hallmark Movies &

Mysteries and Hallmark Channel during their respective summer holiday programming events, *Merry Movie Week* and *Christmas and July* – the offering has notes of blueberries and tropical fruit flavors balanced by sweet overtones and spice with delicious plum jam. The limited release is available for pre-order today and will ship beginning July 15<sup>th</sup>, 2022.



“What an incredible opportunity to create a wine for this collaboration between Elvis and Hallmark Channel,” said Hallmark Channel Wine Maker **Andrew Nelson**. “I’m honored and beyond excited. Our Holiday Zinfandel is delicious - dark, bold, smooth - great for celebrating with friends and family and enjoying while watching Christmas at Graceland. Thank you, thank you very much.”

For more information, go to [hallmarkchannelwines.com](http://hallmarkchannelwines.com). For images of upcoming offerings, 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, feel-good entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network’s lineup of signature original content includes movies, primetime scripted series, and specials. Dedicated to helping viewers celebrate holidays, seasons, and life’s special moments, Hallmark Channel is home to a host of annual programming events, including the highly successful *Countdown to Christmas*, which has become a pop culture phenomenon and a beloved holiday tradition for millions of viewers. Rounding out the network’s slate are some of television’s most classic comedies and series, including *The Golden Girls*, *Frasier*, and *Reba*. For more information, please visit [www.crownmediapress.com](http://www.crownmediapress.com)

#### **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](http://winesthatrock.com).

## **About Elvis Presley**

Elvis Presley is one of the most influential pop culture figures of the 20<sup>th</sup> century. Often referred to as the "King of Rock 'n' Roll," Elvis' commanding voice and charismatic stage presence unleashed a musical and cultural revolution that changed the world. Over the course of his extraordinary career, Elvis was nominated for 14 Grammy Awards (3 wins), sold over 1 billion records worldwide, received the Grammy Lifetime Achievement Award, and was named "One of the Ten Outstanding Young Men of the Nation" by the United States Jaycees, as well as the 2018 recipient of the Presidential Medal of Freedom. In addition to his musical accolades, Elvis starred in 33 films and made numerous television appearances.

More than 60 years after his global debut, Elvis' legacy is stronger than ever. His life and music have inspired countless hit musicals, movies and TV series', fiction and non-fiction books, musical covers, and commercial endorsements, as well as a robust merchandise program spanning collectibles and fashion collaborations. Elvis' highly anticipated return to the silver screen will be ushered in with Warner Bros. Pictures' epic big screen drama, ELVIS, from filmmaker Baz Luhrmann starring Tom Hanks and Austin Butler, in theaters now. Additionally, Netflix has also ordered an animated action-comedy series "Agent King" coming later this year.

An enduring symbol of "The King of Rock 'n' Roll's" stardom, Graceland, Elvis' Memphis home, is the second most-visited home in the United States after the White House, drawing over 600,000 visitors annually and tens of thousands of fans for its Elvis Week celebration. With more than 17 million fans across social media and a growing multimedia presence, the "King of Rock 'n' Roll" continues to inspire today's most influential musicians, designers, entertainers, and social influencers and captivate audiences around the world.

For more information, visit [elvisthemusic.com](http://elvisthemusic.com). Shop Elvis products at [shopelvis.com](http://shopelvis.com). Follow Elvis on [Facebook](https://www.facebook.com/ElvisOfficial), [Instagram](https://www.instagram.com/elvisofficial), and [Twitter](https://twitter.com/ElvisOfficial).

## **ABOUT AUTHENTIC BRANDS GROUP**

Authentic Brands Group (ABG) is a brand development, marketing and entertainment company, which owns a portfolio of global media, entertainment and lifestyle brands. Headquartered in New York City, with offices around the world, ABG elevates and builds the long-term value of more than 50 consumer brands and properties by partnering with best-in-class manufacturers, wholesalers and retailers. Its brands have a global retail footprint across the luxury, specialty, department store, mid-tier, mass and e-commerce channels and in more than 6,100 freestanding stores and shop-in-shops around the world.

ABG is committed to transforming brands by delivering compelling product, content, business and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media.

ABG's portfolio of iconic and world-renowned brands generates more than \$21 billion in global annual retail sales, and includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, David Beckham®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®, Eddie Bauer®, Spyder®, Volcom®, Airwalk®, Nautica®, Izod®, Forever 21®, Aéropostale®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Nine West®, Jones New York®, Frederick's of Hollywood®, Adrienne Vittadini®, Van Heusen®, Arrow®, Tretorn®, Tapout®, Prince®, Vision Street Wear®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Herve Leger®, Frye®, Hickey Freeman®, Hart Schaffner Marx®, Thomasville®, Drexel® and Henredon®.

For more information, visit [authenticbrands.com](http://authenticbrands.com).

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