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## HALLMARK CHANNEL WINES LAUNCHES “THE PERFECT PAIRING” WINE

*The Sweet Dessert Wine Brings to Life the Wine Featured in Hallmark Channel’s Original Movie, “The Perfect Pairing”*



**NEW YORK, NY (January 10, 2022)** Ushering in the New Year and a new season of heartwarming films, Hallmark Channel and official wine partner, Wines That Rock, are proud to introduce a unique offering to their current Hallmark Channel Wines lineup: a sweet dessert wine, *The Perfect Pairing*, as seen in the upcoming Hallmark Channel original movie of the same name. For the first time in brand history, Hallmark Channel Wines has produced a custom varietal that is tied to and featured within a new, original film, allowing fans to get a taste of true movie magic and step into the story by enjoying the wine while they watch.

Produced by Wines That Rock, this late harvest Sauvignon Blanc is made from nearly frozen grapes (37 degrees brix) at harvest and has a finished residual sugar of 17% by weight. Rich golden color and tropical fruit flavors are balanced by sweet overtones that will make your taste buds fall in love. *The Perfect Pairing* joins vintage varietals *Jingle, Joy, Love, Blush*, and wine-based seltzer *CHEERS*, and delivers on feedback from fans of the collection who have been asking for a sweet dessert wine.

Set to premiere on January 15<sup>th</sup> at 8PM EST/ 7PM CST, airing as part of the network’s annual *New Year New Movies!* programming event, *The Perfect Pairing* tells the story of a passionate vintner, a visiting wine critic and the happy accident that brings them together.

*“The launch of ‘The Perfect Pairing’ is so exciting for our team and truly a labor of love,”* says Andrew Nelson, Hallmark Channel Wines winemaker and recent recipient of Wine Enthusiast’s 40 Under 40 Tastemakers. *“While our previous wine lineup always took inspiration from the Hallmark Channel’s existing oeuvre, this is the very first time that our wine is highlighted within an original movie in this manner. It is a special experience that viewers can see the wine on screen, and then directly purchase it to taste in real life.”*

Packaged in a 375 milliliter demi bottle with a custom label design that matches the bottle displayed in the film, *The Perfect Pairing* retails for \$19 and is available for purchase on [hallmarkchannelwines.com](http://hallmarkchannelwines.com).

### 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).

#### **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)

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

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

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