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THE WINE COUNTRY CHANNEL LAUNCHES IN NAPA & SONOMA

First comprehensive television coverage featuring winery regions

Napa, January 2018 --- As of January 1, 2018, The Wine Country Channel is a new TV broadcast network providing wine enthusiasts around the world with numerous channels showcasing the best of where to eat, stay and play when wine country guests visit Napa and Sonoma.

Founder Arron Johnson explains: "You'll see breath taking winery and vineyard tours, intimate interviews with winery owners and wine makers, features on local chefs, wine country activities, and much more. Our shows are a series of segments on where to eat, stay and play in the wine country. Our programs rotate on The Wine Country Channel's [online platform](#) and are broadcast in stunning HD-TV," he adds.

The Channels—with all of their programs---are free to watch. No subscription is required and there is no app to download. A winery's program will appear on the winery's appellation-specific channel. The site will also offer a 'featured winery' position which will rotate frequently.

The Wine Country Channel will be launching supporting channels including *Live Cams*, *Wine Country Estates* and *Special Broadcasts* (pre-recorded special events). Additional channels featuring appellations beyond Napa and Sonoma will be introduced in the summer of 2018.

The Wine Country Channel will give wineries, restaurants, hotels and activities a new platform for marketing and promotional investment. "We are confident that The Wine Country Channel will deliver pre-wine country-arrival bookings prior to arrival, be able to better communicate a winery's unique story as told by the proprietor or winemaker him/herself, and most importantly, show the experience guests will enjoy," explains Jim Sweeney, V.P. Sales & Marketing. "The Wine Country Channel speaks to the millennial demographic who are rapidly moving away from both print and cable media and who concentrate on streaming and on-demand video. This consumer typically has their trip agenda fully researched and booked prior to arriving. Our platform offers numerous attractive resources for those potential customers. We look forward to presenting this attractive option to wineries in Napa and Sonoma as a fresh tool for building awareness and business," he adds.

The Wine Country Channel offers extreme flexibility and agility for wineries as a venue for publicizing special events, new programs, vineyard news and more. "The Wine Country Channel is the only promotional platform which can deliver the most up to date array of winery activities and messaging," Sweeney continues. The Wine Country Channel has its own video production teams that are available to produce the programs. "The video material we can provide is content that wineries and other tourist driven businesses can use across all of their social media platforms and needs, from short films that will

air on the channels, as well as shorts that can be shared as part of their social media promotions,” Sweeney adds.

“We’re here to share the stories of vintners and to show the experiences, both on property and in the area, using the medium that most guests are watching - video on mobile devices which is always accessible through any cell or wifi signal, no matter where they are, or where they go. Sharing a winemaker’s passion and uniqueness will have an enormous impact on influencing potential wine country visitors,” Johnson notes.

To see The Wine Country Channel’s platform, visit www.WineCountryChannel.com or to see individual productions of wineries and other businesses that they are currently featuring, visit these links:

https://winecountrychannel.com/01_peju.html

https://winecountrychannel.com/01_chef_kalanty.html

https://winecountrychannel.com/01_depot_hotel_restaurant.html

https://www.winecountrychannel.com/01_viansa.html

https://www.winecountrychannel.com/01_rombauer.html

https://www.winecountrychannel.com/01_castello_di_amorosa.html

https://www.winecountrychannel.com/01_solage.html

https://www.winecountrychannel.com/01_terraces.html

https://www.winecountrychannel.com/01_beau_wine_tours.html

https://www.winecountrychannel.com/01_br_cohn.html

https://www.winecountrychannel.com/01_ramekins.html

https://winecountrychannel.com/01_amapola_creek.html

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