



Harlequin Expands Beyond Books With New Line of Wines

THE MINUTE I LAID EYES
ON THIS RED-BLOODED BEAUTY,
I KNEW I HAD TO HAVE HER

RED WINE BLEND
VINTAGES BY HARLEQUIN™

Available in the U.S. only

A good book and a good glass of wine go together like peanut butter and jelly. They just work. Publisher [Harlequin](#) [1], a division of HarperCollins, is expanding beyond their book publishing business and venturing into the world of wines with the launch of their new line, Vintage by Harlequin.

The wines are produced in collaboration with [Vintage Wine Estates](#) [2] off the North Coast of California. Nancy Walker, one of Vintage Wine Estates master blender winemakers, is in charge of crafting the Vintages by Harlequin line.

“We are very excited about this business development and partnership. Harlequin has a deep history of creating experiences for women, and we are thrilled to bring this new opportunity to market,” said Craig Swinwood, Publisher and CEO of Harlequin. “As a company, we strategically seek out partnerships with top quality brands that fit our vision for success. Vintage Wine Estates produces superior products and we’re proud to affix our brand to these carefully selected wines.”

“It’s been great working with Harlequin on this exciting new venture, and we couldn’t be happier to be producing the first range of wines bearing the Harlequin brand,” said Terry Wheatley, Executive Vice President, Sales and Marketing for Vintage Wine Estates. “It’s a special experience to sit down with a good book and glass of wine. We look forward to offering Harlequin readers that moment of everyday indulgence.”



The new line will include three varieties to begin with; chardonnay, cabernet sauvignon, and red, and will feature Harlequin branding. They will be available exclusively on Amazon.com in the United States for \$14.95.



[3]



[4]

Tags: [Harlequin](#) [5]

[Vintages by Harlequin](#) [6]

[Vintage Wine Estates](#) [7]

Source URL: <http://www.shakefire.com/news/2015/09/24/harlequin-expands-beyond-books-with-new-line-of-wines>

Links

[1] <http://www.harlequin.com/>

[2] <http://www.vintagewineestates.com/>

[3] <http://www.shakefire.com/sites/default/files/news/Chardonnay.jpg>

[4] <http://www.shakefire.com/sites/default/files/news/CabernetSauvignon.jpg>

[5] <http://www.shakefire.com/tags/harlequin>

[6] <http://www.shakefire.com/tags/vintages-by-harlequin>

[7] <http://www.shakefire.com/tags/vintage-wine-estates>