

# Meredith And Direct Wines Launch "Better Homes & Gardens Wine Club," Bringing Affordable And Customized Wine Packages To Millions Of Consumers

## Better Homes & Gardens and Allrecipes Users Will Have Exclusive Access to Wine Club Offers and a Broad, Award-Winning Range of International Wines

DES MOINES, Iowa and NEW YORK, Nov. 2, 2017 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving 110 million unduplicated U.S. women and 70 percent of American Millennial women, today announced that it has partnered with Direct Wines Inc, the leading Service Provider in the direct-to-home wine industry, to launch the "*Better Homes & Gardens Wine Club*." Through a network of licensed wine retailers and wineries, affordable, customized quarterly shipments of wine will be available to millions of consumers with a particular focus on *Better Homes & Gardens'* nearly 40 million readers and online visitors. The *Better Homes & Gardens Wine Club* is currently available through *Better Homes & Gardens* digital and print properties, and a wine club offering will be expanded to Allrecipes properties next month.

The *Better Homes & Gardens Wine Club* will help consumers enjoy high-quality wines without the hassle of in-store selection. The *Better Homes & Gardens Wine Club's* Introductory Offer includes a shipment of 12 expertly selected wines plus three bonus bottles of a 95-point Argentine Reserve, which was awarded the "Best-in-Show" trophy at the 2017 Decanter World Wine Awards. The Introductory Offer is available to registered Meredith online users for \$69.99 plus \$19.99 shipping and tax, for a total savings on retail of \$175, with availability subject to applicable federal and state laws. The Introductory Offer can be accessed at [bhgwine.com](http://bhgwine.com) or by calling 1-888-997-0318.

"Anyone who has ever been faced with a restaurant wine list or a wall of bottles at the store knows how hard it can be to make the best selection. We're launching the *Better Homes & Gardens Wine Club* to help our audience enjoy the perfect bottle of wine, every time, conveniently delivered right to their doorstep," said Stephen Orr, Editor-in-Chief of *Better Homes & Gardens*. "Through our expert tasting notes and the ability to save preferences and customize each shipment, the Wine Club helps members become more knowledgeable and confident in their wine selections."

In addition to the Introductory Offer, *Better Homes & Gardens Wine Club* members can receive:

- A shipment of 12 new bottles every three months – tailored to each member's tastes;
- At least 20 percent savings on future cases;
- Wine knowledge via expert tasting notes and serving advice included in each shipment as well as online; and
- A 100 percent money-back guarantee, and no obligations.

*Better Homes & Gardens Wine Club* members can choose from shipments of reds, whites, or a mix of both. Members can rate each bottle online or via phone, and have preferences saved to their profiles, helping tailor future shipments. Members can also indicate specific varietals they prefer, and whether they would like to repeat wines they have received or try something new.

"*Better Homes & Gardens* is a trusted resource for millions of households on everything to do with the home, food and lifestyle," said Neil Rhodes, President of Direct Wines, Inc. "Now the *Better Homes & Gardens* Wine Club will extend that tradition by offering readers and online visitors the joy of discovering great value wines from around the world with delivery direct to the kitchen table."

The Introductory Offer will be promoted across Meredith Digital properties, via dedicated emails and social posts, and be featured in the November issues of *Better Homes & Gardens*. A wine club offer will also be featured in the December/January issue of *Allrecipes* magazine.

#### **ABOUT MEREDITH CORPORATION**

Meredith Corporation (**NYSE: MDP; [www.meredith.com](http://www.meredith.com)**) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print, digital, mobile and video – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 110 million unduplicated women every month, including 70 percent of U.S. Millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes & Gardens*, *Allrecipes*, *Parents*, *SHAPE*, *Martha Stewart Living* and *The Magnolia Journal*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is an award-winning, strategic and creative agency that provides fully integrated marketing solutions for many of the world's top brands, including The Kraft Heinz Co., Bank of America, WebMD, Volkswagen and NBCUniversal.

Meredith's Local Media Group includes 17 television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week, and operate leading local digital destinations.

#### **ABOUT DIRECT WINES, INC.**

Direct Wines, Inc. (Direct Wines) is the leading Service Provider in the direct-to-consumer wine industry. Its mission is to work with wineries and licensed wine retailers to help consumers discover wines they will really enjoy. Direct Wines provides a range of services to wine retailers including access to national brands such as *Virgin Wines* and *Laithwaite's Wine*. Services also include marketing planning and execution, logistics support for distribution management, customer service support and regulatory compliance. Direct Wines offers scalability and economies that individual licensed retailers would struggle to deliver alone.

SOURCE Meredith Corporation

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