THE WINE
RayZyn
CO. ™

wine on the vine™

Contact: Eleanor Cates
Eleanor@rayzyn.com
(404) 375-3700

LIGHTS, CAMERA, ACTION…THE WINE RAYZYN COMPANY GETS READY FOR ITS MOMENT IN THE SPOTLIGHT WITH QVC

NAPA VALLEY, Calif. (October 25, 2016) – The Wine RayZyn Company will be featuring its products on QVC for the first time on October 26th with an eight minute segment between 4:00 – 6:00 PM EST. QVC has invited Co-Founder Andrew Cates to join one of their hosts on air during this time. In fact, Andrew recently visited QVC's headquarters in West Chester, PA to participate in QVC's Guest Excellence Training Program. "Working with QVC's talented staff and hosts was fun and exciting, and I cannot wait to go on air and share our amazing superfood with QVC's loyal customer base," says Andrew.

According to VP of Marketing, Eleanor Cates, "QVC is an important step for our company. Not only will we be getting our product into the homes of thousands of new customers, which drives trial of our amazing products, but we will also be building awareness of our brand for the growing number of retailers that sell our products. Not many opportunities are as multi-beneficial as the QVC platform."

According to the QVC website, QVC is an $8.7 billion business that reaches 360 million homes worldwide. QVC's mission is to surprise and delight customers each day with relevant products. "We also strive to provide this same type of experience to customers with our delicious superfood that is naturally sweet and has an unexpected crunch," says Eleanor.

The Wine RayZyn Company has created an exclusive offer for QVC customers, which is the Wine RayZyn Variety pack. It includes four 1.6oz bags of each of CabernayZyn, ChardonayZyn, and MerlayZyn flavors. According to Eleanor, "Customers cannot find this particular offering anywhere else in the marketplace. We are excited that QVC will help build credibility around our brand and that this opportunity will lead to mass awareness, thereby increasing sales velocity for our many loyal retailers as well."