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Travel + Leisure Launches New Wine Experience

Travel and lifestyle brand partners with Vintage Wine Estates to deliver highly curated, destination-driven wine clubs and online bottle shop

Club membership includes access to curated tours and complimentary wine tastings at 12 wine estates in Napa Valley, Oregon and Washington

ORLANDO, Fla.--(BUSINESS WIRE)-- [Travel + Leisure Group](https://www.travelandleisurewine.com) announced today the launch of [travelandleisurewine.com](https://www.travelandleisurewine.com) featuring multiple-estates in one wine club membership as well as an online bottle shop through a partnership with [Vintage Wine Estates, Inc.](https://www.vintagewine.com) (Nasdaq: VWE and VWEWW) ("VWE"). The website offers access to highly-curated experiences that come with a wine club membership including VIP tastings at the wineries or virtually, annual harvest celebration events and more from coveted wineries throughout California, Oregon and Washington.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20220315005381/en/>

Travel + Leisure Group announced today the launch of [travelandleisurewine.com](https://www.travelandleisurewine.com) featuring multiple-estates in one wine club membership as well as an online bottle shop through a partnership with Vintage Wine Estates, Inc. The website offers access to highly-curated experiences that come with a wine club membership including VIP tastings at the wineries or virtually, annual harvest celebration events and more from coveted wineries throughout California, Oregon and Washington. (Photo courtesy of Travel + Leisure Wine/Vintage Wine Estates.)

This partnership between Travel + Leisure, the world's most influential travel brand, and Vintage Wine Estates, which owns unique wine estates in Napa, Sonoma, California's

Central Coast, Oregon and Washington, allows wine lovers a curated quarterly taste of some of the most renowned wineries in America with individual bottles for purchase for both members and non-members. VWE is also overseeing the management, fulfillment and customer support services for Travel + Leisure Wine.

"The Travel + Leisure brand is synonymous with extraordinary experiences, and our latest offering extends that brand promise to a whole new platform. Great wine elevates an ordinary dinner at home or away and transforms it into a special event," said Noah Brodsky, president of Travel + Leisure Group. "As we expand the Travel + Leisure brand into new products, services and experiences, the collaboration with Vintage Wine Estates was a natural next step to grow our business."

Vintage Wine Estates -- one of the fastest growing wine producers in the U.S., with a direct-to-customer sales and delivery platform, is selecting wines from its extensive portfolio of winery estates and luxury brands to create a curated collection of offerings for Travel + Leisure Wine customers which showcase the rich flavors of some America's most coveted wine-growing regions.

Travel + Leisure Wine focuses on offering an authentic sense of place for every curated wine selection—with learning materials provided directly from the winemakers that highlight the unique characteristics of where each wine is produced and how that develops the wine's flavor and personality. In addition, Travel + Leisure Wine members have the ability to visit any of VWE's 12

featured estate wineries with exclusive invitations to wine maker special events, curated tours and complimentary wine tastings.

“What sets us apart from some other wine clubs out there is that we have an incredible portfolio of real vineyards, real winemakers and real people who are excited to share what they do with their guests,” explained Jessica Kogan, chief digital and marketing officer for Vintage Wine Estates. “While many wine clubs highlight wines from one winemaker, Travel + Leisure Wine members can enjoy wines from a portfolio of more than 25 unique vineyards and VIP benefits at 12 distinct wine estates.”

Travel + Leisure Wine customers can enjoy complimentary tastings at 12 renowned wine estates including Girard Winery, Swanson Vineyards, Laetitia Vineyard & Winery, among others. Travel + Leisure Wine member shipments and its online shop will frequently feature exclusive limited quantity wines typically only available directly in tasting rooms.

VWE has entered into a licensing agreement with [Travel + Leisure Group](#), a new business line from [Travel + Leisure Co.](#) (NYSE: TNL), the world’s leading membership and leisure travel company. Brand licensing is an integral part of Travel + Leisure Group’s larger mission to take Travel + Leisure, the world’s most influential travel brand, beyond inspirational content and bring it to life through a curated suite of consumer products and services.

Visit www.travelandleisurewine.com for more information.

About Travel + Leisure Group

[Travel + Leisure Group](#) offers travelers a way to turn vacation inspiration into exceptional experiences through a suite of products and services that bring the world’s most influential travel brand to life. [Travel + Leisure Club](#) is the must-have membership for the savvy traveler— members get the exclusive rates and savings they want, and enjoy the first-class service they deserve, with special perks, and valuable member benefits from the world’s most influential travel brand. [Travel + Leisure GO](#) is an online retail travel site that connects trusted inspirational content with bookable travel services and expert-curated itineraries. Travel + Leisure Group is also expanding the offerings of the storied brand through licensing agreements and a growing collection of branded consumer products. The business line is a part of [Travel + Leisure Co.](#) (NYSE:TNL), the world’s leading membership and leisure travel company, with a portfolio of nearly 20 resort, travel club and lifestyle travel brands. Learn more [here](#) or follow Travel + Leisure GO on [Facebook](#), [Instagram](#), [Twitter](#), or [Pinterest](#).

About Vintage Wine Estates, Inc.

Vintage Wine Estates is a family of wineries and wines whose mission is to produce the finest quality wines and provide incredible customer experiences with wineries throughout Napa, Sonoma, California’s Central Coast, Oregon, and Washington state. Since its founding 20 years ago, the Company has grown to be the 15th largest wine producer in the U.S. selling more than two million nine-liter equivalent cases annually. To consistently drive growth, the Company curates, creates, stewards, and markets its many brands and services to customers and end consumers via a balanced omni-channel strategy encompassing direct-to-consumer, wholesale, and exclusive brand arrangements with national retailers. While VWE is diverse across price points and varietals with over 50 brands ranging from \$10 to \$150 at retail, its primary focus is on the fastest growing premium segment of the wine industry with the majority of brands selling in the \$10 to \$20 price range. The Company regularly posts updates and additional information at www.vintagewineestates.com.

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