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**Reality TV Personality Chris Harrison Partners with Seagram's Escapes:
New Flavor Seagram's Escapes Tropical Rosé to Hit Shelves this February**

Rochester, NY – One of reality TV's most beloved stars is teaming up with one of America's favorite alcoholic beverage brands, and they're a perfect match.

Reality TV host and social media giant, Chris Harrison, is expanding into the alcoholic beverage space with a brand-new Seagram's Escapes flavor: Tropical Rosé. The rosé style drink has just 100 calories, similar to seltzers, but is packed with much more taste and made with natural passion fruit and dragon fruit flavors. Tropical Rosé clocks in at 3.2 percent alcohol-by-volume and will be available nationally in four packs of 12-ounce cans starting in February.

Harrison has been fully immersed in what is his first alcohol partnership, working closely with the Seagram's Escapes team to craft the new drink's flavor, name and packaging.

"Creating Tropical Rosé has been a really hands-on experience for me," said Harrison. "From the very beginning, I traveled with the Seagram's Escapes team to their flavor house in Chicago to pick just the right color and the perfect fruit flavors. After we were happy with the drink, I had the opportunity to choose the name and weigh in on everything from packaging to advertising. I'm proud of Tropical Rosé and can't wait for everyone to finally taste it."

"We're thrilled to have had the opportunity to partner with Chris and to share this drink with both our fans and his," said Lisa Texido, Seagram's Escapes brand manager. "With less calories and just as much flavor, color and fun, Tropical Rosé offers a great new option for Seagram's Escapes drinkers."



About Seagram's Escapes

Seagram's Escapes is a fun, fruit-forward, malt-based beverage brand based out of Rochester, New York. Seagram's Escapes is celebrating ten consecutive years of sales growth and is currently the #6 traditional FMB brand in the United States. For more information, please visit <https://www.seagramsescapes.com/>

About Chris Harrison

Chris Harrison has been the host of ABC's hit romance/reality series *The Bachelor* and *The Bachelorette* since 2001. He also has hosted ABC's popular reality show, *Bachelor Pad*, the "all-star" reunion from previous seasons of *The Bachelor* and *The Bachelorette*, from 2010 to 2012, and its OMG buzz-worthy hit successor, *Bachelor in Paradise* since 2014.

Harrison continues to advance in the entertainment industry through a variety of professional endeavors. He hosted the nationally syndicated game show *Who Wants To Be A Millionaire* as well as ABC's live coverage of *The Miss America Pageant*. He is a two-time Daytime Emmy nominee and a published author. Harrison's novel *The Perfect Letter* was published in 2015.