**67 PALL MALL LAUNCHES UNIQUE 4K STREAMING SERVICE DEDICATED TO FINE WINE ON RED BEE’S OTT PLATFORM**

**London’s Fine Wine Private Members’ Club, 67 Pall Mall, is now launching 67PallMall.tv, a streaming service dedicated to fine wine on Red Bee Media’s OTT Platform. 67PallMall.tv will initially offer six hours of original content per day in 4K quality, including livestreamed professional winetasting and additional on-demand content available to wine enthusiasts across world.** **Red Bee’s OTT Platform enables the award-winning fine wine club to expand its reach and provide a unique access to knowledge from world renowned wine experts. 67PallMall.tv launches on June 21, 2021.**

67PallMall.tv will provide original, high-quality programming from a newly established studio opposite the club on 67 Pall Mall in London, accompanied by at-home wine deliveries that enables viewers to taste featured wines in real time, alongside and guided by winemakers, specialists, and leading wine authorities.

“67 Pall Mall has been fortunate enough to provide its members access to outstanding tastings and events, with the world’s greatest winemakers since 2015, and with the help of Red Bee Media, we can now expand our reach and bring these unique experiences to life on screen, streaming in striking 4K video quality,” says Grant Ashton, CEO and Founder, 67 Pall Mall. “We can now offer an even fuller picture of the wine world, where members and virtual members can taste our recommended wines in real time, together at a distance.”

Club members and virtual members will have the option to purchase wine samples which can be appreciated virtually with the team that makes them. In addition to the live tastings, 67pallmall.tv will stream numerous documentaries and other on-demand content. While the live tasting kits can only be shipped to the UK and the rest of Europe at present, additional hubs are being assembled in Singapore and Napa, as we seek to offer the ‘live tasting’ experience globally.

“67PallMall.tv perfectly exemplifies the proliferation of the streaming market, where entrepreneurs, experts and enthusiasts from a multitude of backgrounds expand their network and monetize quality content through OTT technology,” says Steve Russell, Chief Product Officer, Red Bee “We’re very happy to be on board from the start, to support 67 Pall Mall’s journey into the streaming world, and strengthening their position as a recognized authority on fine wine.”

Red Bee’s comprehensive OTT platform gives brands and content owners the possibility to launch a fully-fledged streaming service, rapidly and easily, no matter the audience or business idea. It supports all content formats including live, linear, catch-up and on-demand, as well as a full range of monetization options (such as ad-funded, subscription, pay-per-view and vouchers). Audience segmentation is done easily through advanced geo blocking functionality and DRM options. Many of Red Bee’s other services integrates easily with the platform, including content aggregation, metadata and automatic captioning.

67 Pall Mall is a Private Members’ Club founded by wine lovers, for wine lovers and is home to the best wine list in the world. As well as the Club and the channel, it hosts an impressive events calendar, including seated masterclasses and walk-around tastings, to blind tastings, food pairings and expert wine education catered to all price points and levels of knowledge.

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**For more information please contact**

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**About Red Bee Media**   
Red Bee Media is a leading global media services company headquartered in London, with 2300 media experts in Europe, the Middle East, Asia Pacific and North America. Every day, millions of people across the globe discover, enjoy and engage with content prepared, managed, broadcast and streamed through Red Bee’s services. The company empowers some of the world’s strongest media brands, broadcasters and content owners to instantly connect with audiences anywhere at any time. Through an end-to-end, managed services offering, Red Bee provides innovative solutions across the entire content delivery chain – covering Live & Remote production, Managed OTT, Distribution, Media Management, Access Services, Content Discovery, Playout and Post-Production. **Red Bee – Wowing audiences. By creating what’s next.**

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**About 67 Pall Mall**

<https://www.67pallmall.com/>

67 Pall Mall is a Private Members’ Club, founded by wine lovers, for wine lovers, and is home to the best wine list in the world.

With 5,000+ wines representing 52 countries, the award-winning 67 Pall Mall is the home of fine wine. The Club boasts a 17-strong sommelier team, many of whom are winners of several international competitions and elected #1 sommeliers in London and has over 1,200 wines available by-the-glass, thanks to the revolutionary Coravin technology. Head Chef, Marcus Verberne works in partnership with Head of Wine, Ronan Sayburn MS, to create ever-changing, seasonal menus for the Members’ Lounge and the Clubroom. The menus are based on the foundations of modern European ingredients, sourced as locally as possible, embracing influences from all over the world and they collaborate to provide perfect food and wine pairings.

Members benefit from the low-margin wine list, and can store their own wines at the Club in the original and imposing Hambros vault. They also have access to an impressive events calendar including non-wine-related events, catering to music, health, wellbeing, art, jewellery and watches and trips.

In 2020, 67 Pall Mall launched its virtual membership programme, offering masterclasses and bespoke tastings for a monthly fee of £10. Launching in 2021, 67pallmall.tv is an extension of the virtual membership, offering the world’s first 4k wine tv channel. In a Club first, 67pallmall.tv is accessible to all, both live and on demand. In November 2021, the Club will expand globally with the opening of a Singapore venue.