

The New York Times WINE CLUB

www.nytwineclub.com

August 2009

Brokenwood
Hunter Valley Semillon



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WINE CLUBS



We offer two different wine clubs for your enjoyment, with wines selected for everyday drinking and special occasions. The wines and tasting notes, as well as articles from The Times, create a unique tasting experience with every shipment.

Wine Club Benefits:

- Hand-selected wines from boutique wineries around the world
- Expert wine tasting notes with recipe pairings from The Times
- Related wine, food and travel articles from The Times
- Convenient shipments sent to your home or office
- No commitment — cancel anytime
- 10% discount on wine cases
- Full satisfaction and replacement guarantee

FROM NYTIMES.COM

08.25.09

WHO NEEDS RESTAURANTS?

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A Dining section potluck sendoff for Frank Bruni.

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FEATURED RECIPE: SWEET OR SALTY LIMEADE OR LEMONADE

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Straight lime juice is too sour for many people, so sugar is always added, but the addition of salt as ...

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A NOT-SO-NAKED LUNCH

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Lunch at William Burroughs's home.

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HAVE GINGER, WILL MIX

The Pour
How do you mix it up with ginger beer?

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New York Times Gets A Wine Club

by Deidre Woollard (RSS feed) Aug 15th 2009 at 3:01PM

Following in the footsteps of the Wall Street Journal, the NY Times is getting into the wine business with a new wine club. The New York Times Wine Club will have two tiers of membership \$90 (Times Sampler) or \$180 (Times Reserve) per six-bottle shipment. Customers can choose to have wine delivered every one, two or three months. The NY Times is looking at various ways to raise revenue and extend the brand. On the wine website NY Times food and wine content runs along one side. Wine club members will also receive booklets of Times recipes meant to be paired with the wines. The shop also sells select wines like the Pahlmeyer Jayson Chardonnay and the Brokenwood Semillon in six and 12 bottle allotments.



Getty Images

The wine club is operated by the Global Wine Company. Other media-related wine clubs include ones started by the San Francisco Chronicle, the Bay Area public broadcasting organization KQED, Sunset Magazine and Forbes. Will wine save media? The wine industry has been going through its own turmoil lately but maybe if newspaper readers won't pay for content they will pay for wine.

BROKENWOOD
AUSTRALIAN CRAFT AT ITS FINEST

Brokenwood Wines Pty Limited
401-427 McDonalds Rd, POKOLBIN NSW Australia 2320
T: +61-2-4998 7559 • F: +61-2-4998 7893
celie@brokenwood.com.au • www.brokenwood.com.au