



HAPPY CAMPER

“getting to where life is good”

Press Kit

Left Side

Product Sheet.....	2
Fact Sheet.....	3
2010 Happy Camper Chardonnay.....	4
2009 Happy Camper Merlot.....	5
2009 Happy Camper Cabernet Sauvignon.....	6

Right Side

Award List.....	1
10/27/2010 Press Release.....	2
Happy Camper Story Lines.....	3
Happy Camper Goes on Vacation.....	4



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Fact Sheet

WINERY INFORMATION

Happy Camper Wines

FOUNDED: 2005

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PROPRIETORS | PRINCIPALS

Proprietor – Jeffrey Dye

CONSULTANT

Public Relations – Diaz Communications – 707-620-0788

PHILOSOPHY

When did enjoying a great glass of wine become an indoor activity? Must we always be cramped up in cellars and leather clad dens? Now there's a wine that celebrates the freedom of the great outdoors! **Happy Camper!** Toast your trusty companions while the landscape spreads out before you. Relish and savor the sunset! Seek out new adventures and bring along **Happy Camper**.

Happy Camper is all about getting to where life is good. **Happy Camper** sets out to capture a new horizon of wine lovers. It's a place where wine is fun and the pressures of choosing a wine are long gone. **Happy Camper** appeals to the young at heart looking to be free of the crusty old school attitudes about wine and food. In three delicious varietals, **Happy Camper** is setting the pace for the good times ahead. With its distinctive packaging and memorable name, **Happy Camper** is poised to become an American wine legend.

DISTRIBUTION

National

PRODUCTION

12,000 Cases

WINES

- 2010 Chardonnay, California
- 2009 Merlot, California
- 2009 Cabernet Sauvignon, California



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2010 Happy Camper Chardonnay

Winemaking Philosophy

When did enjoying a great glass of wine become an indoor activity? Must we always be cramped up in cellars and leather clad dens? Now there's a wine that celebrates the freedom of the great outdoors! **Happy Camper!** Toast your trusty companions while the landscape spreads out before you. Relish and savor the sunset! Seek out new adventures and bring along **Happy Camper. Happy Camper** is all about getting to where life is good.

Tech Data

Appellation	100% California
Alcohol	13.4%
pH	3.54
T.A.	0.63
R.S.	0.7%
Case production	3,500 cases
Suggested retail	\$8.99

Winemaker's Notes

This **2010 Happy Camper Chardonnay** compliments any adventure. Crisp apple and pear with fresh fruit aromas combine after a desert rainstorm. On the palate, thirst-quenching cool climate apple and pear flavors deliver delicious fruit... all finishing with a refreshingly lively mouthfeel.

Food & Wine Pairings

This Chardonnay is a perfect wine for sautéed sea bass or roast chicken with creamy risotto. Clearings and wide open spaces await, **Happy Camper!**



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2009 Happy Camper Merlot

Winemaking Philosophy

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Tech Data

Appellation	100% California
Alcohol	13.2%
pH	3.61
T.A.	0.55
R.S.	0.5%
Case production	3,500 cases
Suggested retail	\$8.99

Winemaker’s Notes

A delightfully refreshing Merlot, the **2009 Happy Camper Merlot** is a crowd favorite. On the nose, it delivers aromas of blackberry, plum, and spice. On the palate those flavors, along with currant, give way to luscious fruit that becomes supple, smooth tannins on the finish.

Food & Wine Pairings

Smooth tannins effortlessly make way for grilled pork tenderloin, smoked salmon, and/or pastas and pizzas. The night is filled with stars. Our Merlot is one of them, **Happy Camper!**



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2009 Happy Camper Cabernet Sauvignon

Winemaking Philosophy

When did enjoying a great glass of wine become an indoor activity? Must we always be cramped up in cellars and leather clad dens? Now there’s a wine that celebrates the freedom of the great outdoors! **Happy Camper!** Toast your trusty companions while the landscape spreads out before you. Relish and savor the sunset! Seek out new adventures and bring along **Happy Camper**. **Happy Camper** is all about getting to where life is good.

Tech Data

Appellation	100% California
Alcohol	13.2%
pH	3.67
T.A.	0.54
R.S.	0.4%
Case production	3,500 cases
Suggested retail	\$8.99

Winemaker’s Notes

Brimming with blackberry, underscored by earth and spice, this **2009 Happy Camper Cabernet Sauvignon** is intended to please an easy-going lifestyle. On the nose, it delivers aromas of wild black fruit, plum, and spice. On the palate this segues into more expressive berry flavors. And, as it finishes, it conveys silky, soft tannins that linger with black fruit.

Food & Wine Pairings

This Cabernet is your perfect companion to roasts, hearty grills, or full-flavored cheeses. Taste the adventure and live large, **Happy Camper!**



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FOR IMMEDIATE RELEASE
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HAPPY CAMPER RELEASES THREE NEW WINES ***Heading Into Fall Foliage ~ Enjoying the Spirit of a Happy Camper***

Alamo, CA: Happy Camper has released the following three wines, just in time for easy fall fare:

2010 Chardonnay ~ \$8.99
2009 Happy Camper Merlot ~ \$8.99
2009 Cabernet Sauvignon ~ \$8.99

Enjoying Happy Camper wines is more about those fun, memorable moments, when a glass of wine is one of the unforgettable ingredients during the best of times. Fall ushers in events, like fall sports, outings with friends, and times when we all feel like Happy Campers during this time of harvest.

The **2010 Happy Camper Chardonnay** presents crisp apple and pear on the nose, with similar flavors on the palate. This wine is a natural pairing for simple fare, including cheeses or stir fried vegetables. It is also very enjoyable with a roast turkey sandwich.

The **2009 Happy Camper Merlot** has flavors of blackberry, plum and spice, while supple tannins smooth the way for grilled pork tenderloin, smoked salmon, pastas and pizzas. The night is filled with stars, when Happy Camper Merlot is one of them!

The **2009 Happy Camper Cabernet Sauvignon** is loaded with spice and berry flavors. A fantastic accompaniment for herb-encrusted roast leg of lamb or grilled beef tenderloin; at home or a camp site, this Cab delivers the right complement to any meal.

Happy Camper wine is about adventure and good times. Whether traveling or staying close to home during this fall season, Happy Camper wine fits perfectly in any plans.

These “every day value” wines are affordably priced at only \$8.99 a bottle. Happy Camper not only reflects Tech data is also attached with more details.

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HAPPY CAMPER SELLING POINTS

- **New Generation Fun Brand** – According to Information Resources Inc. (IRI), the top 10 selling new wine brands in 2005 were all “*Fun*” labels.
- **Catchy, Memorable Name** – Who doesn’t say **Happy Camper!**
- **Nostalgic** – Camper on the label brings back fond memories of good times with friends and family.
- **Great Wines** – All varietals are made predominantly from high quality, California Central Coast fruit. A suggested retail of \$8.99 makes **Happy Camper** a great value.
- **Unique & Clever Marketing** – Awarded **Gold Medal** for label design at the 2006 Los Angeles County Fair. Web site lists accounts that carry **Happy Camper**. Screw cap closure with universal camping symbols. Top quality Point of material for sales support.
- **Let’s not forget the Campers** – According to Recreational Vehicle Industry Association (RVIA), one in 10 American vehicle owners also own an RV. **Happy Camper** could possibly have a huge market in a little-known pocket of American culture.
- **Success** – **Happy Camper** has been a huge success in every market introduced and is currently represented by some of the largest customers in the country.



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HAPPY CAMPER GOES ON VACATION

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Happy Camper Wines are proud to bring this great tasting, crowd pleaser to the wide open spaces and shelves of America. **Happy Camper** is rolling into a retailer near you and will be listed on our new web site at www.happycamperwines.com. Embrace the adventure that is life! **Happy Camper!**