



HAPPY CAMPER

“getting to where life is good”

Press Kit

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Fact Sheet

WINERY INFORMATION

Happy Camper Wines

FOUNDED: 2005

E-mail: jeffreydye@happycamperwines.com

Web: www.happycamperwines.com

PROPRIETORS | PRINCIPALS

Proprietor – Jeffrey Dye

CONSULTANT

PUBLIC RELATIONS – DIAZ COMMUNICATIONS – 707-239-0176

WINEMAKING PHILOSOPHY

When did enjoying a great glass of wine become an indoor activity? Well, at Happy Camper Wines we define ourselves with what we do outside of the cellar. Happy Camper celebrates the freedom of the great outdoors, and complements any activity. Whether you're seeking out a new adventure, or relishing a beautiful sunset, Happy Camper Wines will complete any occasion. Because above all it's about “getting to where life is good”.

DISTRIBUTION

National

PRODUCTION

15,000 Cases

WINES

- Chardonnay, California
- Merlot, California
- Cabernet Sauvignon, California



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Chardonnay

TASTING NOTES

The Happy Camper Chardonnay complements 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 and finishing with a refreshingly lively mouthfeel.

TECHNICAL SPECS

Blend Percentage: 83% Chardonnay,
17% mixed whites

App: California

RS: 0.40

TA: 0.57

pH: 3.6

Alc: 12.5%

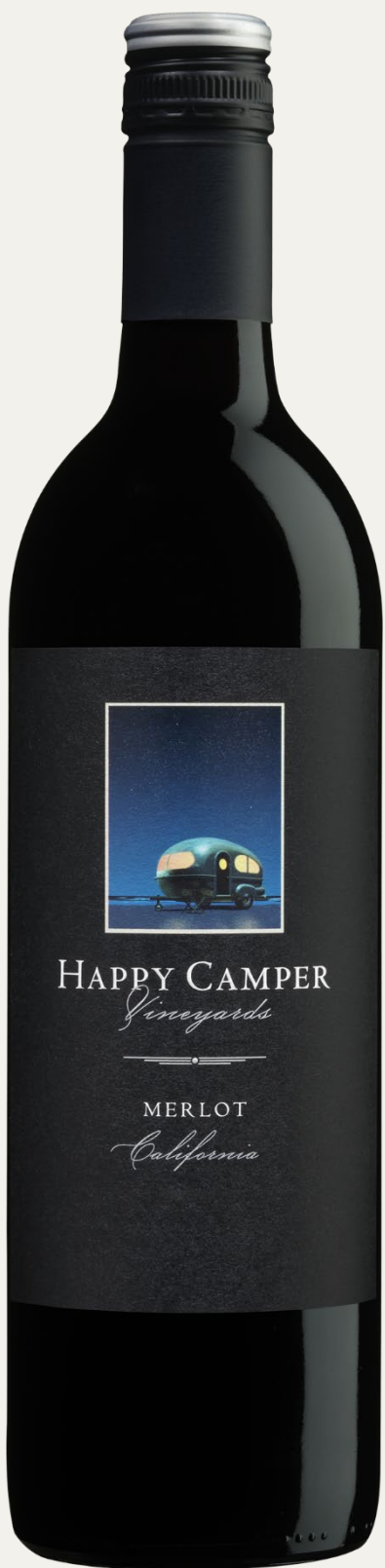
Case Production: 3,000 cases

SRP: \$9.99



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Merlot

TASTING NOTES

A delightfully refreshing Merlot, the 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.

TECHNICAL SPECS

Blend Percentage: 84% Merlot, 5% Petite Sirah,
5% Rubi Red, 4% Zinfandel, 2% Teroldego

App: California

RS: 0.5

TA: 0.65

pH: 3.55

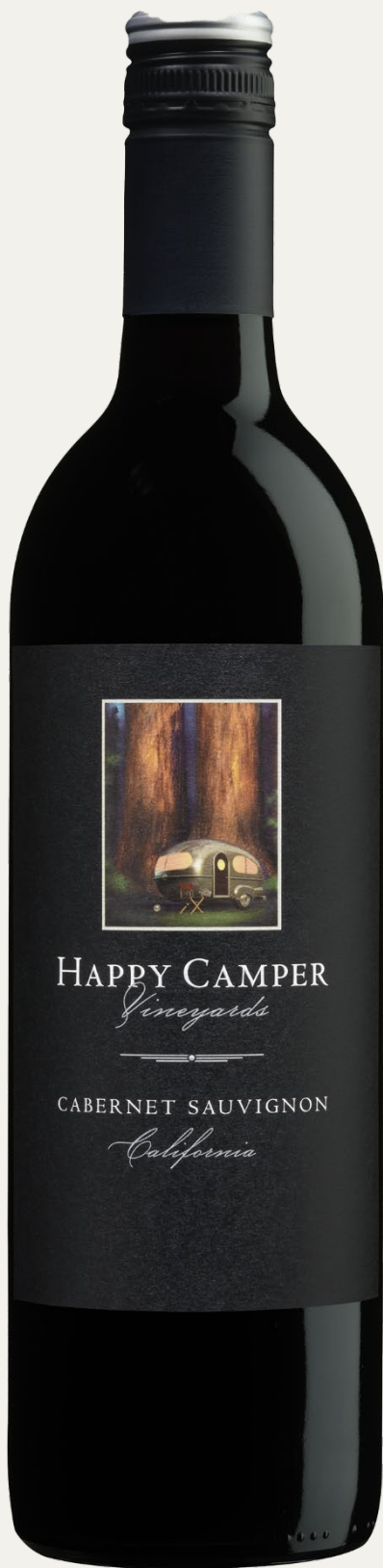
Alc: 12.5%

Case Production: 4,000 cases

SRP: \$9.99

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Cabernet Sauvignon

TASTING NOTES

Brimming with blackberry, underscored by earth and spice, this 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. As it finishes, it conveys silky, soft tannins that linger with black fruit.

TECHNICAL SPECS

Blend Percentage: 87% Cabernet Sauvignon,
13% mixed reds

App: California

RS: 0.5

TA: 0.68

pH: 3.58

Alc: 13.5%

Case Production: 8,000 cases

SRP: \$9.99

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HAPPY CAMPER STORY LINES

- **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 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.

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!**