



HAPPY CAMPER

“getting to where life is good”

FOR IMMEDIATE RELEASE
March 7, 2007

Media and sample contact: Jo Diaz
(707) 620-0788

jo@diaz-communications.com

SWING INTO SPRING WITH HAPPY CAMPER ~ CELEBRATING EARTH DAY!

Concord, CA – Spring is in the air! **Happy Camper** wine, with its great packaging and screw cap for simplicity of product, is the perfect wine to bring along on your next great outdoor adventure.

On a whimsical side, the most obvious characteristic of this wine is just as it suggests: having fun in the great outdoors. Wouldn't we all like to be a Happy Camper? Enjoying a great glass of wine can absolutely be an outdoor activity. Wine is not just for the dimly lit dinner or the barrel-room tasting. This wine celebrates the freedom of the great outdoors! Spring is the perfect season to enjoy a sunset, a babbling brook, or a mountain vista. Bringing along a **Happy Camper** and raising a glass to Mother Nature, is all about getting to where life is good!

On a serious side, Happy Camper was created with the realization that it could become an instant success, based on all current research pointing in the direction of the Millennial Generation of wine consumers (those born between 1977 and 1986, now able to purchase wine). According to the Wine Market Council's president John Gillespie, domestic wine consumption grew for an eleventh straight year, with a large part coming from this core age demographic.

This age group isn't fascinated with who grew the grapes, who crushed and fermented the grapes, and who bottled the wine. This is a “grab n' go” generation with an eye toward the economy. According to author/keynote speaker Wally Boch of www.mondaymeno.net, “All in all, they seem to be an interesting mix of ambition and practicality, with a solid underpinning of values. One of their biggest worries is reducing debt. Sixty-three percent of the college graduates believe they'll have to make some sacrifices to achieve those goals they have.”

Happy Camper wines, with a suggested retail of \$8.99, fit perfectly into that lifestyle.

Happy Camper sets out to capture a new horizon of wine lovers. **Happy Camper** appeals to the young at heart looking to be free of the crusty old school attitudes about wine and food, and for whom wine is fun. In three delicious varietals (Cabernet, Merlot, and Chardonnay), **Happy Camper** is blazing a trail into uncharted territory. With its distinctive packaging and memorable name, **Happy Camper** is poised to become an American wine legend. Embracing the adventure that is life... **Happy Camper!**

Happy Camper wines make a fantastic addition to your outdoor excursion. Slip a **Happy Camper** wine into your backpack (no need for the corkscrew) and you're sure to have a great day! **Happy Camper** wines can be found at retailer across the country, and are listed on our new Web site: www.happycamperwines.com.

#