"getting to where life is good"

HAPPY CAMPER RELEASES THREE NEW WINES
Heading Into Spring Adventures ~ whether on or off the road
With a new package, with convenient screw caps

Alamo, CA: Happy Camper has released the following three wines, just in time for spring flings:

2011 Chardonnay ~ $8.99
2010 Happy Camper Merlot ~ $8.99
2010 Cabernet Sauvignon ~ $8.99

Proprietor Jeff Dye is really pleased to present his new package for Happy Camper Wines. "Our new, sophisticated label brings a level of sincerity and integrity to the wines, and that's important," Jeff explains. "It's our intent to over deliver on people's expectations. We want Happy Camper to be more than wine that's enjoyed in the great outdoors. We want everyone to know it's a state of mind, not a statement of place."

Enjoying Happy Camper wines is about those fun, memorable moments, when a glass of wine is one of the unforgettable ingredients during the best of times. Spring always

ushers in the adventurer within all of us, and Happy Camper is an expression of those special times.

The **2011 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 **2010 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 **2010 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 wines appeal to the adventurer inside of each of us: most especially those who appreciate a great value and outstanding package.

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