



# HAPPY CAMPER

“getting to where life is good”

## WHY CHOOSE A SCREW CAPPED WINE?

- No more unhappy campers on vacations, picnics, and outdoor adventures when there isn't a corkscrew to be found!
- Re-closing and saving the rest of the bottle for later is a breeze!
- Screw caps eliminate bottle variation. Cork's natural permeability varies and results in variable aging for identical wines in different bottles – with screw caps each bottle will be kept in premium condition.
- More than 80 percent of wine purchased in the USA is consumed within 48 hours of purchase and 98 percent is consumed within six months. For most people aging is something that happens in the backseat of your car on the way home from the store.
- Screw caps eliminate experiences with difficult corks that break and crumble as you remove them from the bottle.
- Screw caps eliminate the threat of cork taint.

### What is Cork Taint?

Cork taint is caused by trichloroanisole (TCA), a chemical compound that is used as an agent when bleaching capsules. It can leave the wine tasting musty or like wet cardboard, and smelling like a wet basement. Yuck! The cork industry admits a 2½ percent failure rate while the wine industry estimates it between 8 and 15 percent failure. Can you imagine a restaurant where one of every ten dishes served provided an unacceptable experience?

Screw cap closures are *not* less expensive for the winery to produce than cork finished wine. Winemakers love screw caps because they *know* that the wine will taste just as good in your glass as when it left the winery.