



HAPPY CAMPER

"getting to where life is good"

The new Happy Camper wines – that is to say, the bottles and labels – are very high concept, very cute, very professional. The little ol' Airstream-style trailer that adorns each label is adorable, posed against a different setting for each grape variety: Wide-open spaces with towering clouds for chardonnay; an ocean-side beach under a dark, starry sky for merlot; two giant redwood trees (or are they sequoias?) for cabernet sauvignon. The white capsule is populated by little signs that symbolize various camping activities: Rowing, swimming, picnicking and so forth. And the wines are finished with screw-caps, so you never have to worry if you packed the cork-screw or not.



Merlot 2004
100% merlot
California
About \$9
Very good+

The Happy Camper Merlot 2004 ...is a stunning achievement for the price.

It exudes an extraordinary scent of violets and roasted meat with intensely ripe cassis and black cherry. In the mouth, it's plush, dense and chewy, almost viscous, deeply set into the fathoms of black fruit flavors rounded by a high note of wild berry and friendly bastions of polished oak and cushiony tannins. Buy by the case, whether you live in a trailer or not.

www.happycamperwines.com

By Fredric Koepfel

As Seen In...

KOEPEL ON WINE

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