



# HAPPY CAMPER

*"getting to where life is good"*

**HAPPY CAMPER**

*Clean Air, Starry Night, and  
a Wine that understands Why  
the Heck you're out Here.*

Let's face it, not everyone appreciates your love of the great outdoors. Now there's a wine that does. Happy Camper Cabernet Sauvignon is brimming with berry, underscored by earth and spice. A pleasant companion to roasts, hearty grills, full-flavored cheeses, wide-open spaces and that perfect camp site.

Also try Happy Camper Merlot and Chardonnay. For a retailer near you visit [happycamperwines.com](http://happycamperwines.com)

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**Happy Camper wine toasts outdoors, RVing**

## *Happy Camper Wine Set for Second Vintage*

Bob Ashley  
RV Business  
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Exclusive Brands Inc., Concord, Calif., will offer its second vintage of Happy Camper wine this fall – marketed to appeal to the RVing and tenting crowd – following the success of its first offering two years ago.

“I've always been an outdoorsman-type person,” said Exclusive Brands President Jeffrey Dye. “I've hunted and fished and camped – and RVed, of course.”

Happy Camper features the characterized illustration of a generic silver travel trailer on the label of each of the brand's varieties – Merlot, Chardonnay and Cabernet Sauvignon.

“Happy Camper is not a large brand,” Dye said, estimating that he will sell 1,500 four-bottle cases this year.

Dye has advertised his wine, which is sold by a small number of campgrounds that have liquor licenses, in RV consumer magazines. He's aiming Happy Camper at two diverse groups – outdoor enthusiasts in general and the younger “millennial” generation, or wine drinkers in their 20s. “It's not for wine snobs,” he said. “It's a new-generation fun brand.”

Happy Camper is produced at a family-owned winery in the Central California Coast community of San Martin about 30 miles south of San Francisco.

The 2006 vintage currently is marketed in 30 states with a retail price of \$8.99, while the 2007 Happy Camper vintage should be released later this year.

Dye is personally involved in making the wine. “I work with the winemakers to produce the wine,” he said. “It is wine that celebrates the great outdoors. Camping and RVing are fun. They celebrate life.”

[www.happycamperwines.com](http://www.happycamperwines.com)