



HAPPY CAMPER

"getting to where life is good"

*As Seen in RV Trade Digest
February 5th, 2007*

Happy Camper markets brand of wine exclusively to RVers

SAN MARTIN, Calif. – Happy Camper wine is a newly released brand that fits into an easy going lifestyle. It provides great packaging and immediate simplicity of product with its screw cap.

On a whimsical side, the most important aspect of this wine is just as it suggests, having fun in the great outdoors. Who doesn't love a Happy Camper? According to proprietor Jeffrey Dye, "When did enjoying a great glass of wine become an indoor activity? Must we always be cramped into wine cellars and leather clad dens? This wine celebrates the freedom of the great outdoors! I want everyone to be able to toast their trusty companions, while the landscape spreads out before them. I want people to be able to relish and savor the sunset, seek out new adventures, and bring along a Happy Camper. Happy Camper is all about getting to where life is good!"

On a serious side, Jeff Dye created a brand that 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 1985, now able to purchase wine). According to the Wine Market Council's president John Gillespie, domestic wine consumption grew for an 11th 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, fits perfectly into that lifestyle. Happy Camper sets out to capture a new horizon of wine lovers; a place where wine is fun and the pressures of choosing a wine are long gone. Happy Camper appeals to the young at heart looking to be free of the crusty old school attitudes about wine and food.

In three delicious varietals (Cabernet, Merlot, and Chardonnay), Happy Camper is setting the pace for the good times ahead. 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 are proud to bring this great tasting, crowd pleaser to the wide open spaces and shelves of America. Happy Camper is rolling into retailers across the country, and are listed on our new Web site: www.happycamperwines.com.

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