



# HAPPY CAMPER

*"getting to where life is good"*

## **Much-maligned Merlot so unhip it's cool again**

W. Blake Gray, Chronicle Staff Writer

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### ***As Seen In... the San Francisco Chronicle***

Happy Camper's name and label are so clever that I assumed it was a corporate product. But it's not: Wine industry veteran Jeffrey Dye of Concord made 3,500 cases of the **2004 Happy Camper California Merlot** (\$9) at custom-crush facilities because he has no winery of his own. ***It's a light-bodied wine that tastes of cherry with a little blackberry and toast. Seek out a bottle of Happy Camper and you'll be one.*** That's a bad pun, but I heard that bad puns are now excruciatingly hip.

