

happy  
Bitch™  
wines.com

*Designed by women, for women.*



**This girlfriend-friendly** wine is perfectly balanced, pleases many palates and is light on your wallet.

Not too sweet and not too dry, Happy Bitch Rose is a lively [HB1] wine that is a blend of Chardonnay and Pinot Noir with aromas of melon, strawberry and orange blossom. What to serve this with? The back label says it all "Pairs well with girlfriends and great memories.!"

Available in stores in New York and for online purchases at [www.happy-bitchwines.com](http://www.happy-bitchwines.com), Happy Bitch Wine is 750ml and \$13.99! (Where allowed by individual state laws.)

Happy Bitch wine, created by Keryl Pesce and Debbie Gioquindo, CSW is part of the lifestyle brand for women promoting happiness which started as a tome written by Pesce entitled "Happy Bitch: The Girlfriend's Straight Up Guide to Losing the Baggage and Finding the Fun, Fabulous You Inside".

Social media, in particular, Twitter led to the creation of the wine. When Keryl Pesce, author of Happy Bitch, tweeted about possibly creating a Happy Bitch wine, Debbie Gioquindo, Hudson Valley Wine Goddess, tweeted back that she should make it a Hudson Valley Wine. No surprise, as Debbie's blog educates readers about wine with



a focus on the Hudson Valley region. The two agreed to meet, not realizing that a tweet and a cup of coffee were actually a partnership in the making.

Keryl is in the business of happy. Debbie is in the business of wine and marketing. Put the two together and you've got a force to be reckoned with - a perfect "blend" to create a wine designed by women, for women.

"Happy Bitch Wines will deliver more than a great tasting wine. Happy Bitch Wines is not just about wine, it's about lifestyle. Our image will be one of living life to the fullest starting right now, enjoying every moment, and choosing happiness as a way of life." ♡

*Grip it and Sip it.*