



Press Release

## Santa Barbara County Winemaker Dana Volk Launches Happy Mommy Wines

Winemaker Makes Intentional Wines with Discerning Women in Mind

Feb 15, 2023

Santa Barbara, CA – Santa Barbara County-based winemaker, Dana Volk, has announced the launch of "Happy Mommy Wines," a collection of wines intended for hardworking, discerning moms who enjoy well-balanced wines of character. Volk, who also owns and operates, Dana V. Wines in the Santa Ynez Valley, has been a winemaker since 1996, having had successful stints making wine in Chile and Argentina, while also working in cellars at Edna Valley Vineyards, Kendall-Jackson and Bridlewood Winery. While the Dana V. Wines portfolio is known for its vineyard-designated wines, including the acclaimed Dana V. Pinot Noir from the Duvarita Vineyard, just outside the Sta. Rita Hills appellation, Happy Mommy Wines will offer Santa Barbara County-designated bottlings, as well as Central Coast-appellation wines.

The Happy Mommy collection of wines will debut with three bottlings, each sporting the brand's elegant, yet playful labels rendered in modern colors: charcoal grey, saffron, tomato red, chartreuse, and celadon among other attractive tones. Each label will sport the brand's tagline, "It's Me Time", with individual bottlings assuming fanciful names like "Kids in Bed Red," "Girl's Night White," and "Take Me Away, Rose." In addition to selling through the Direct-to-Consumer channel, Happy Mommy wines will be available wholesale nationwide, in both the on- and off-premise sectors, with the wines ranging in price from \$15.00 to \$22.00.

"As a single mom of two autistic children, I know how much energy, effort, patience, time, empathy, and humor it takes to sustain this kind of hectic life. Time that I can carve out for myself, or to visit with friends, renews and grounds me. I wanted to create a brand for other women like me, who enjoy a fine glass of wine and a little "me time" now and again. Happy Mommy Wines is dedicated to them."

Though the brand is positioned as casual and approachable, the wines are "balanced, well made and light on their feet," Volk says. "Women have excellent palates, and we generally have a more acute sense of smell. Aromatically, these wines are energetic and vibrant. On the palate, they're finessed and elegant, with great texture and structure. These are the qualities I look for in a well-made wine and that's what I want to create for my customer base."

Happy Mommy Wines customers can also look forward to Volk's "Get Happy" portion of the Happy Mommy website, where she'll be recommending books, television programs, films, art and board games, all spearheaded by women.

To learn more about Happy Mommy Wines, please visit Happy Mommy Wines.  
<https://happymommywines.com>

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

## Happy Mommy Wines

*Happy Mommy Wines is located in Santa Barbara County and highlights site-specific wines of balance from California's Central Coast.*