

Santa Barbara County's Happy Mommy Wines Launches Website in Time for Mother's Day

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April 11th – Santa Barbara, CA – Santa Barbara County-based winemaker, Dana Volk, who launched Happy Mommy Wines earlier this year, has announced the debut of the brand's website, just in time for Mother's Day. Designed by Malcolm Steward, whose clients include *Gap Inc.*, *Disney*, *MTC*, *Monarch Recovery*, *Tsingtao Beer* and Santa Barbara's *Brophy Brothers Restaurant*, was designed with discerning moms in mind. Volk's wines can now be purchased directly from her website, where wine enthusiasts can also find rotating recommendations for preferred books, board games and television shows. The brand's nomenclature applies to all seasons of motherhood, from celebrating baby showers, births and first birthdays, through college graduations, weddings and the welcoming of grandchildren.



The Happy Mommy Wines collection launched with various offerings, 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 sports 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 \$ 24.00 a bottle.

Volk, who also owns and operates, Dana V. Wines in the Santa Ynez Valley, has been a winemaker since 1996, having had successful stints as a winemaker 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 highlight Santa Barbara County-designated offerings, as well as Central Coast-designated wines.

"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 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.”

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