

# The Great Doggy Wine Fiasco!

By Carl D. Alexander

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Carl's Online Warehouse <http://clik.to/calex59>

Doggywine got its start in the foothills of the Sierra Nevada Mountains. This is wine country, pure and simple. Lying on the eastern edge of California is the most beautiful wine country in the world. Most people have heard of Napa, Sonoma and Mendocino but not as many have heard of the counties on the eastern side of Northern California, such as Amador, Eldorado, Calaveras and Stanislaus counties. These counties have come into their own when it comes to wine making.

I was invited to help a lady friend at a wine tasting one hot summer afternoon, in a small town in Stanislaus County. A very small town and this small population was what led to the Great Doggywine website fiasco.

There were perhaps 10 wineries represented at this particular wine tasting event and it was extremely hot, the extreme heat cut down on the number of people who would regularly show up at such an event, which turned the event from a wine tasting to a wine guzzling! As the afternoon wore on, we poured with a heavy hand to get rid of the extra wine and people were starting to list to one side and talk funny.

My friend and I noticed one patron had his dog with him, a golden retriever. This dog was hot and tired and his owner was helping the dog out by giving great amounts of wine to the poor suffering canine. This event was held outside and by the late afternoon said dog was lying on its back with its feet in the air unable to move and the owner was sitting propped up against an oak tree.

On the way home my lady friend remarked that this was a market that hadn't been tapped yet on the Internet, a wine for dogs. Dogs love their masters and wish to partake of everything that their masters do, so a wine for dogs would be a natural! We started to throw ideas around and by the time we crossed the New Melones Bridge we were laughing so hard I couldn't drive the car and had to stop!

We started putting together a website and trying to find someone to make a product for us, one of the local wineries opted in and it was beginning to look like a sure thing until we discovered that even though we were only going to sell the products for canine consumption we had to contend with the Alcohol beverage control board. Not only that, it dawned on us that most dog owners wouldn't want their pets to become alcoholics, or run around the house soused all day! So we decided to market non-alcoholic wine for dogs and we first decided on Doggywine for the name but later amended it to Doggy Zin.

We were in a panic to get this product out on the market, although none of us, by now there were

three of us, had a clue what to do! I made a website that no one ever saw, except for a few friends, with pictures of the people involved and one picture of a dog, Mr. Findley, that we had borrowed for the purpose of being our Doggy Zin cover dog.

We thought we had a sure winner, until we tried to sell it to dealers and the public, pure Zinfandel grape juice full of Doggy nutrients and bottled in real wine bottles! We just knew it would sell, it had to! Who could resist the look in their pet's eyes when they were drinking wine and had nothing to share with the dog, here was a product for that eventuality, we even had our next product lined up a white wine for cats! We were counting the money and imagining ourselves on our yachts and vacationing in Bermuda, we were going to be filthy rich.

The pet owners wanted it, but not the pets! The taste test failed on dog after dog that we tried it on. It was packed full of vitamins and minerals for dogs and was as healthy a product that a dog could hope for but, like children, they didn't want anything to do with something that was good for them! Doggy Zin, like so many Internet products, died a quiet death.

I left the website up for quite a while to remind me that nothing is a sure thing and to make sure the next time I tried some venture I would research it very carefully before putting any money into it. I still think the Doggy Zin idea was good one; we just didn't spend enough time on the product before we tried to market it. I still have the copyright on Doggy Zin, so who knows; maybe someday we will do it again with a better tasting (to the pets) product! As for now I market other things and but I am still not vacationing in Bermuda!

Bio:

Carl Alexander has a online warehouse that is located at <http://clik.to/calex59>

Several of the people that were in the Doggy Zin venture have their pictures posted here, including Mr. Findley the dog that was borrowed to be the Doggy Zin Cover Dog!

Carl invites you to come to his website and learn more about him and also to drop him an email at: [">mailto:calex@volcano.net](mailto:calex@volcano.net)

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