



## **AP reports, Former Capcom Head now Winemaker**

Michelle Locke of The Associated Press is reporting that former Capcom head Kenzo Tsujimoto is now trying his hand as a Napa wine vintner.

"But if you are hoping to see some "Street Fighter" sauvignon blanc, prepare to be disappointed," Locke writes, "The new winery from Tsujimoto, chairman of Japan's Capcom Group, is selling wines named for the character of the grapes, not characters in his games."

"Kenzo Estate," as the company is called, will sell a variety of wines, but their specialty is the Rindo, a red wine that sells for \$75 a bottle.

"Wine has a very wide price range," Tsujimoto says. "What we're looking for is that very high quality wine but at the price point of \$75 so that the consumers will get great value. That's what we're aiming to do."

Some are skeptical whether or not bringing a \$75 bottle of wine to the market in the current economy is a good idea, but industry analyst Jon Fredrikson feels Tsujimoto is, "smart to come in with something that's not over \$100 in this market. He's got the very best people advising him, so he has taken out insurance on the likelihood of becoming successful."

Currently Kenzo Estate wines are only available on the Japanese market, and select American restaurants. Visits to the winery tasting room, which opens this month, are also by appointment only, so don't expect to see it in your local package store anytime soon.

After years in the video game business "I was looking for something outdoors," Tsujimoto said. "It just so happened that this is a great place to produce wine."