



## **Capcom CEO Puts Down the Video Game Controller, Picks Up the Wine Glass**



What's \$100 million get you in the Napa Valley wine landscape? As Kenzo Tsujimoto recently discovered, it gets you a whole lot of celebrity oenology, wine facility amenities, and the hand of a top chef in your kitchen.

Tsujimoto is the CEO of Capcom, the video game publishing firm which introduced countless, testosterone-pumping teenage boys to *Street Fighter* and *Resident Evil* during the 1990's. Despite recessionary times in Napa Valley wine sales, Tsujimoto has put down the game controller in exchange for a wine glass. After purchasing a plot of land in Napa nearly 20 years ago, the Japanese businessman has finally opened his facility, Kenzo Estate, with a dream cast of food and wine characters.

His wine making team consists of Heidi Barret and David Abreu, of Screaming Eagle and Abreu Vineyards fame, respectively. Thomas Keller of the French Laundry represents the kitchen, where he has designed a custom menu which will be offered to winery visitors.

This type of payroll doesn't come cheap. Kenzo Estate's least expensive red bottling is priced at \$75, with two other Bordeaux styled blends rolling in at \$150. By Barret, Abreu and Keller standards, these prices may come across as relative bargains. However, Screaming Eagle and Abreu Vineyards' wines didn't start off with the massive price tags that they carry today (the 2007 Screaming Eagle was recently released via allocation for \$700+ and routinely sells at auction for \$1,500+). These eye-popping high prices are a product of track record. Screaming Eagle and Abreu have several 100 point Robert Parker scores under their belts and each has built a reputation of mystical proportion.

Kenzo Estate has yet to prove themselves in a Valley full of high priced Cabernets with glowing Parker reviews. In a market that saw California's wine sales plummet 2% last year, and more consumers switching from Cabernet to Carmenere, it will be interesting to see if Kenzo Estate will sink or swim during volatile times.