

## Capcom head opens new Napa winery

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NAPA — After years of overseeing the company that gave the world “Resident Evil,” “Street Fighter” and other gore-fest games, Kenzo Tsujimoto is trying his hand in the equally competitive — if less bloody — world of Napa winemaking.

But if you are hoping to see some “Street Fighter” sauvignon blanc, prepare to be disappointed. 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. Even his own name won’t be particularly prominent, with the words “Kenzo Estate” limited to discreet type on the bottle neck.

Kenzo Estate makes a variety of wines at different prices but its flagship wine is Rindo, a red blend named for the Japanese word for gentians, which is \$75.

He can sell games. But can he sell \$75-a-bottle wine in the teeth of a recession?

Yes, says Tsujimoto, if the \$75 wine can compete, as he believes, with wines costing hundreds more per bottle.

“Wine has a very wide price range,” he said. “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.”

To make that happen, Tsujimoto has hired some big names from the California wine business. The vines are being grown under the supervision of renowned viticulturist David Abreu and the wine is being overseen by consulting winemaker Heidi Barrett.