

Video game mogul opens winery

NAPA, Calif. — 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 wine-making.

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.



The Associated Press

Kenzo Tsujimoto, chairman of Japan's Capcom Group, creators of popular games like *Street Fighter*, is ready to try his hand in a new arena — the intensely competitive world of Napa wine makers.

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. And when guests visit the winery, which opened its tasting room in May with visits by appointment only, they'll have the option of ordering a tasting menu put together by chef Thomas Keller.

Whether the business will be successful is hard to say, but wine industry analyst Jon Fredrikson thinks Tsujimoto is "smart to come in with something that's not more

than \$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.

"Certainly, it's a tough market, but it's not like the whole market has dried up," said Fredrikson. "We've lopped off that portion of the market that was driven by credit cards and home equity and that's not going to come back, but there are still plenty of wealthy people around."

For Tsujimoto, an interest in wine, specifically fine Napa wines, began several years ago when he tried some at a restaurant in Hawaii.

He's already made

one vintage of Kenzo Estate, selling most of it to Japan. The wines are available at the tasting room, but other than that are primarily allocated to the Japanese market and to select U.S. restaurants.

It's a move other wine-makers might try to replicate. Asia is emerging as a new market for U.S. wine. Last year, Japan was the third biggest market for U.S. wine, following the European Union and Canada.