

The Fresno Bee

Video game maker opens winery

Associated Press

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.

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.