

Game Insanity

Winery in Napa: Latest Project of Capcom Chairman

If you're a videogame fanatic then the name Capcom probably brings images of zombies and martial arts experts to your mind. After all, the company is famous for giving the world the classic Street Fighter and equally popular Resident Evil. Now it seems that the head of Capcom, Kenzo Tsujimoto, plans to try something else. And no, we're not talking about a new gory videogame. Tsujimoto's new project is actually less violent and it's none other than winemaking in Napa.

Yup, the Capcom chairman will be opening a winery in the famous region of California. And if you think that he will be naming his wine after characters in his videogames then you are mistaken. Wines will be named after grapes and not ass-kicking, zombie-killing characters. Tsujimoto was even hesitant to use his name in marketing the wine brand, and decided to stick to a more discreet "Kenzo Estate" for his wine brand.

Kenzo Estate manufactures a large selection of wine but perhaps the most famous is the Rindo red wine, which has a steep price tag of \$75 per bottle.

Most people don't doubt that Tsujimoto is a whiz when it comes to selling games but many are asking if he can sell expensive liquor in a time of recession. However, Tsujimoto insists that his wine already offers plenty of value in a market where each wine bottle can cost hundreds of dollars. Good point.