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## Dan Aykroyd brings wine to the masses



(Greg Wayland, NECN: Manchester, NH) - You may have known him as Elwood Blues to John Belushi's Joliet Jake Blues in this portrait by Richard Nunez.

But if you'd stopped by the downtown Manchester eatery known simply as "Z" on Tuesday, you'd have found the soul man signing bottles.

And making the case to yours truly that his new line of wine is an affordable beverage for the common man with uncommon tastes.

“I designed it for the hard-working couple that double income family. I'd say, like, you know, the guys got a plumbing business, dry wall business, wife's a trauma nurse somewhere.”

We'll call this the fanfare for the common wine.

This is to buy a case of. You're entertaining on the dock, Lake Winnepesaukee. You're entertaining at a snow mobile camp.

And New Hampshire shelves are full of this middle shelf offering from Dan Aykroyd, destined, he says, for the middle class palates that are far more discriminating these days.

“I've got a - I think -- a forty to fifty dollar Bourdeaux experience here for twenty dollars. And people are having this with lamb chops and pork chops and steaks and having this with chicken and pesto and fish.”

“It's a table wine. You know, if you want that romantic night out with your lady or gentleman and you want to sit by the fire and have a good wine, well, go get a Sancerre or a Beaujolais. That's not for you.”

Wine lover Aykroyd teamed up with French wine-maker Jean-Charles Boisset in his native Canada.

“And that distributor I peaked through the curtain and saw they had 250 acres of beautiful Niagara vineyards. And one of the executives said, well, you like wine. Why don't we build a wine to your specifications and put your name on it. That's where it all started.”

And his time was right in the Granite State, where wine and liquor sales are up in state-operated stores, despite the down economy.

And look for the wild and crazy guys signature on the bottle.

<http://necn.com/Boston/Arts-Entertainment/2009/02/24/Dan-Aykroyd-brings-wine-to-the/1235518828.html>