

Wal-Mart Wines

Wal-Mart announced that sometime in 2010 it will begin offering customers a new discount item...Wal-Mart's own brand of wine. The world's largest retail chain is rumored to be teaming up with Ernest & Julio Gallo Winery of California to produce the spirits at an affordable price in the \$2 to \$5 range.

Wine connoisseurs may not be inclined to put a bottle of the Wal-Mart brand into their shopping carts, but 'There is a market for inexpensive wine,' said Kathy Micken, professor of marketing at University of Arkansas , Bentonville. 'However, branding will be very important.'

Customer surveys were conducted to determine the most attractive name for the Wal-Mart wine brands and varieties.

The top surveyed names in order of popularity were:

10. Chateau Traileur Parc
9. White Trashfindel
8. Big Red Gulp
7. World Championship Riesling
6. NASCARbernet
5. Chef Boyardeaux
4. Peanut Noir
3. I Can't Believe it's not Vinegar
2. Grape Expectations
1. Nasti Spumante

The beauty of Wal-Mart wine is that it can be served with either white meat (Possum) or red meat (Squirrel).

P.S. Don't bother writing back to tell me that this is a hoax. I know possum is not white meat.

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