

# FORTUNE



## TRENDS

### MERLOT'S MOMENT

As wine insiders know, Merlot has been out of fashion in recent years. After decades of overproduction of cheap, overly fruity wines, the varietal became a dirty word among oenophiles (and, after getting

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of its \$90 Merlot are up 300%; esteemed vintner Philippe Melka's new Merlot blend sold out in two days. Other makers are seeing similar results; all say they will be making more.

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—Michael V. Copeland

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