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## daily dose of OC

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# FINE WINE, GREAT PRICES

[www.chwine.com](http://www.chwine.com)



**Cameron Hughes Wine**, newly released to Orange County at Costcos in Fountain Valley and San Juan Capistrano, **is a must-find for value-conscious wine connoisseurs.**

Cameron Hughes, who refers to himself as the Robin Hood of wines, is a wine trader of high-end wines that sell for incredibly low prices (\$7.99 to \$13.99).

His secret: Hughes seeks out small lots of super and ultra premium wines and bottles them under his own label. Wines are assigned a lot number. Cameron Hughes recently introduced Lot 14 Napa Valley Merlot, Lot 15 Rutherford Cabernet Sauvignon and Lot 16 Stag's Leap District Cabernet.

These premium appellations normally demand premium prices, and yet Cameron sells them under his label at bargain prices.

Hughes aim is high. He wants wine enthusiasts to stop overpaying for wines. The principle behind Hughes's concept can be compared to the Charles Shaw's "Two Buck Chuck" phenomenon where wines are sold directly to a major retailer, cutting out distribution costs. But unlike Charles Shaw, Hughes deals only with high-end wines.

And if you're not a Costco member, Cameron Hughes Wines can be ordered easily online. And if you sign up for the mailing list, you'll be pre-notified by e-mails when wines are coming out.

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