



MOOSE B.R. COHN WINERY

When winery owner Bruce Cohn's yellow Labrador retriever escaped and mated with one of his prized English bulldogs, a star was born. Weighing in at 93 pounds, the eight-year-old Moose has all the trappings of celebrity. He has his own line of dog biscuits, a line of T-shirts, and his own wine, a bestselling blend called Moose's Red. His label spells out his ambitious mission to "eat well, be loved, get petted, and sleep a lot." And as events manager Paula Horosco reveals, Moose can't get enough of the spotlight. In the tasting room, he calls attention to himself with his Buddha pose, exposing his big belly while seated on his hind legs. Then, with all eyes on him, he rolls onto his back with his legs sprawled in the air, displaying a shocking pose meriting an "R" rating. When the fans calm down, he indulges his youngest admirers by letting them climb all over him. At times the world is too much for him, so he jumps in the truck for a ride, taking in the view of the vineyards that make his lavish lifestyle possible.