

# PAYING HOMAGE TO THE LUCKY MONKEY

Like the groovy chandelier and wine bar, the Lucky Monkey has been part of Merlot Marketing lore for nearly a decade.

Through good times and bad, we can all use a little luck. Hence, the Merlot Lucky Monkey. You'll find the Lucky Monkey coyly perched on the wall in The Red Room, watching over us with a grin, ready to pitch the "fortune fruit" in our direction. It is widely believed the Lucky Monkey stirs the creative energy that generates compelling ads, spot-on publicity efforts and unique marketing programs. He may just be the method to our madness...or the madness to our method, either way you will do well to heed the Lucky Monkey verse:

*"Don't fear this lucky monkey or the fortune-fruit within his hand.  
He may taunt you, he may dance with you, and if you are very lucky,  
your lucky monkey may hurl the fruit of good fortune your way!  
Keep your lucky monkey with you always and be ready when he strikes,  
for the fruity juice of luck may be yours."*

