

“JESUS JUICE” PROTESTED

Veteran CBS producer Bruce Rheins crossed the line recently when he sought a patent for a wine he dubbed “Jesus Juice.” This is the name that pop-singer Michael Jackson allegedly used when he served wine to his young accuser. On the label of the Merlot wine is a picture of Jackson in the image of Christ on the cross.

The gossip page of the New York *Daily News* asked Bill Donohue what he thought of Rheins’ creation. “This is offensive on many levels,” Donohue said. “Not only are they ripping off Jesus to make a cheap political point, but a man who is a senior producer at CBS is doing it. This seriously compromises his integrity on all matters religious.”

When confronted, Rheins apologized and said he would drop any plans he had to market his wine.

A TV producer asked us to comment further, but having won an apology, we declined.