

DRINKSTYLE

John Legend & Jean-Charles Boisset



Grammy and Oscar-winning singer, songwriter, humanitarian and philanthropist, John Legend is a Renaissance man with a love for life and a vision of all it can be.

Legend Vineyard Exclusives was a dream long in the making. As with his music, John searched for the right collaborator, a vineyard whose pursuit of the perfect blend and standards of excellence equaled his own. With roots deep in the Napa Valley and award-winning wines known for beautiful balance, finesse and power, Raymond Vineyards was the perfect match.

LVE brings together classic elegance, rich complexity and modern soul.

LVE



DRINKSTYLE

LVE IS HARMONIOUS • LVE IS FOREVER • LVE IS TRANSFORMATIVE • LVE IS INSPIRATION • LVE IS WINE

Raymond Vineyards and John Legend have expanded their collaboration to launch the LVE Wine Cellar VIP experience during Legend's Darkness and Light Tour, where a limited-edition LVE Napa Valley Red Wine and LVE Collective membership experience will debut. LVE wines will be featured on Legend's nearly 30-city U.S. tour with tasting experiences for diamond and VIP-level ticket holders. A special tasting lounge that echoes the luxurious, red-velvet draped Red Room at Raymond Vineyards will be created to entice the senses as concertgoers sample John's wines before then going to see the Grammy, Golden Globe, and Oscar-winning singer, songwriter, humanitarian and philanthropist take the stage.

"We are excited to take our friendship with John to the next level with the new wine, the LVE Collection and the LVE Wine Cellar concert experience," said Jean-Charles Boisset, proprietor of Boisset Collection, which includes Raymond. "This will be the ultimate pairing experience that greatly enhances the concert-going experience — the rich emotions of John's music with the balance, finesse and power of his wines."

The LVE Napa Valley Red Wine (suggested retail price: \$40) reflects the seductive, rich and complex characteristics already established by the earlier LVE wines created by Legend, Boisset, and Winemaker Stephanie Putnam. The distinctive label features LVE's iconic roses shaded a distinctive midnight blue. LVE debuted in 2015 with a Napa Valley Cabernet Sauvignon (SRP: \$85) and a Napa Valley Chardonnay (SRP: \$45), which will also be featured in the LVE Wine Cellar experience.

"A Legendary Evening with John Legend" and the "Love Me Now" Enhanced Fan Experience packages include access to the LVE Wine Cellar, which will feature an interview with John about the LVE wines, his new music and his life; wine tasting of the three LVE wines as well as a JCB Collection Crémant de Bourgogne sparkling wine. Fans that opt for the "legendary evening" experience will also receive a custom bottle of LVE wine, personally engraved for each guest and signed by John.

