



John Legend & Summer of LVE Wines

Jacqueline Maddison · #Luxury Goods · June 22, 2018

Grammy, Golden Globe, Tony and Oscar-winning singer, songwriter, humanitarian and philanthropist **John Legend** today kicks off the first-ever “Summer of LVE.” The official beginning of summer marks the debut of the fourth wine for **LVE: Legend Vineyard Exclusives**, as well as a pop-up tasting experience in Beverly Hills. Legend and **Raymond Vineyards** Proprietor Jean-Charles Boisset announce the release of **LVE Côtes de Provence Rosé**, which will be available at **Héritage Invites LVE & JCB**, a collaboration with **Héritage Fine Wines** in Beverly Hills. LVE is also hosting a celebration and intimate performance with Legend in conjunction with Airbnb Concerts tonight, June 21, in Los Angeles.

Just in time for summer, rosé lovers will now have the opportunity to indulge in LVE Rosé, currently available for purchase online, at Héritage in Beverly Hills and by joining the LVE Collective wine club. The 2018 vintage will be available via national distribution in 2019. The grapes for LVE Rosé were grown in the Montagne Sainte-Victoire region of Provence in France, an area where stony and limestone soils bring out the fresh flavor notes and sweet aromas in the wine, which is a blend of 60% Grenache, 25% Cinsault and 15% Syrah. The new rosé (SRP: \$25) joins the growing lineup of critically acclaimed LVE wines, including a Chardonnay (SRP: \$45), Cabernet Sauvignon (SRP: \$85) and Red (SRP: \$50).

“I’ve been excited to develop the LVE Rosé for quite a while. Chrissy and I both love rosé, and we enjoy serving it to our friends. It’s the perfect complement to a beautiful summer day with the ones you love,” said Legend. “I feel so fortunate to be able to bring my passions to life with the help of Jean-Charles Boisset and the Raymond Vineyards’ team, and look forward to celebrating the ‘Summer of LVE’ with my family, friends and fans everywhere!”



“LVE Rosé captures summer in a glass! The newest addition to LVE wines will let wine lovers celebrate the season in style — both in their own homes and at our new, gorgeous pop-up destination at Héritage Fine Wines,” said Jean-Charles Boisset. “We are thrilled to be expanding our partnership with John with another amazing wine and an additional experience that will capture the energy and passion of LVE!”

The **Héritage Invites LVE & JCB** pop-up destination will offer guests the opportunity to sample the portfolio of wines from LVE and JCB (Jean-Charles Boisset’s signature wine collection). The location will also offer JCB jewelry as well as exclusive events for both brands. LVE Collective members will receive perks, including 20% off the purchase of LVE and JCB wines. The pop-up space is located inside Héritage Fine Wines, a wine bar and retail shop as well as French bistro owned by founder Jordane Andrieu, at 467 North Canon Drive in Beverly Hills.

To officially kick off the “Summer of LVE,” Legend and Boisset have partnered with Airbnb Concerts for a special concert experience tonight, June 21, to coincide with the summer solstice. The event features an intimate performance by Legend and the opportunity to taste LVE wines, including the new LVE Rosé. All proceeds from the event will benefit [FREEAMERICA](#), a nonprofit started by Legend.

For more information on LVE wines, the membership-only LVE Collective and the Summer of LVE, please visit www.lvewines.com.

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