



## Pour Up: A Complete List Of Rapper Alcohol Brands



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January 25, 2018 12:17 | 7.5K Views

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**From Drake to E-40, here is our list of rappers investing, creating or creatively steering liquor brands.**

No matter where you're from drinking is a widely accepted social indulgence. And when there's a product that breaches language and cultural barriers, trust that there is an abundance of money to be made. Millions of drinkers worldwide spend billions each year gratifying themselves in the centuries-old tradition of turning up. Another product that destroys barriers and brings people together, is music. Once music and alcohol are combined, a euphoric daze entrances the human soul, and happiness exists on a plane where inhibitions are low and good vibes are at a peak.

The manufacturing and distribution of alcohol are two of the most lucrative businesses in the world. Think about it, bottles of Grey Goose at wholesale price cost no more than \$11 a bottle. Liquor stores then turn around and sell each bottle in the case for more than double that. If you happen to be at the club, those same \$11 dollar bottles skyrocket to over \$250 a bottle - no wonder rappers are so eager to get involved in the liquor game.

## 6. John Legend: LVE Wine



Created by Raymond Vineyards in Nappa Valley, **John Legend's** LVE wine collection includes a Chardonnay and a Cabernet Sauvignon.