



LVE Wine Collection by John Legend and Raymond Vineyards

By Roger Scoble in Epicurean

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Singer John Legend is set to launch his own wine.

Legend is the latest celebrity to enter the winemaking business, partnering with biodynamic Napa Valley winery Raymond Vineyards which will produce the Legend Vineyard Exclusive, or LVE wines.

The singer announced the collaboration on Instagram, showing off a blurry photo of a Cabernet Sauvignon and a label emblazoned with a red rose.

“Got the first case of my new wine brand in conjunction with Raymond Vineyards: LVE! So good. Can’t wait for you to try it,” he wrote.



Raymond Vineyards is headed by Jean-Charles Boisset. LVE wines will be overseen by winemaker Stephanie Putnam.

Details about the collection are sparse, but the holding page lve wines.com states that the collection will be released this fall.

Trade site The Drinks Business reports that the first vintage release will be a 2013 Cabernet Sauvignon, priced at \$85 USD.



Legend's foray into wine comes as no big surprise given his interest in good food and wine, along with that of his wife, swimsuit model and food blogger Chrissy Teigen.

Before tying the knot, the couple embarked on a wedding menu tasting, sampling foods from across the US, a journey that was filmed for The Cooking Channel.

In recent years, Raymond Vineyards implemented organic and biodynamic farming methods adding sheep, goats and chickens to the property, which provide the compost to nourish the vineyards.

Overall, the winery has about 300 acres in the Napa Valley spread across three locations: St. Helena, Rutherford and Jameson Canyon.

Legend joins a long list of celebrities who have entered the winemaking business. Fellow celebs with wines to their names include Drew Barrymore, Francis Ford Coppola, Antonio Banderas, Brad Pitt and Angelina Jolie, Dan Aykroyd and Gérard Dépardieu.

Sports stars also have a taste for the high life, as Wayne Gretzky, Yao Ming, Mike Weir and Mario Andretti also have their own wines or wineries.