Bob's Newest Batch of Bootlegs

Dylan's signature whiskey line has made him the latest artist to get into the lucrative alcohol game

IN MAY, BOB DYLAN LAUNCHED HEAVEN'S DOOR, a line of small-batch whiskeys including rye, bourbon and double-barreled flavors. "I've been able to try some of the best spirits that the world of whiskey has to offer," Dylan said. "This is great whiskey." Alcohol lines have meant huge profits for Jay-Z, George Clooney and others. Here's a guide to the burgeoning world of songwriter spirits.

ELIAS LEIGHT

SHOT OF LOVE Dylan's whiskey comes in three flavors.

SAMMY HAGAR AND ADAM LEVINE

Santo Puro Mezquila

PRICE

$49-$55

WHAT'S IN THE BOTTLE

Partying in Mexico, Hagar and Levine started debating which was better: tequila or mezcal. They wound up mixing the two. "I knew we were on to something," says Hagar, who sold his last tequila brand for a total of $91 million. "Because it made drinking tequila boring."

EXPERTS SAY

"Smooth and mellow like an old friend, but fresh without the worm."

—OLDTOWNTEQUILA.COM

HANSON

Mmmhops

PRICE

Varies per four-pack

WHAT'S IN THE BOTTLE

As craft beer took over their hometown of Tulsa, Oklahoma, the Hanson brothers "learned everything we possibly could," says singer Taylor. They hatched the name for their pale ale on their bus. "Everybody laughed and said that would be ridiculous," he says. "So ridiculous it was actually amazing."

EXPERTS SAY

"With a name like Mmmhops, you'd think it'd have more [of] a hop character."

—BEERADVOCATE.COM

JOHN LEGEND

LVE Wines

PRICE

$50-$85

WHAT'S IN THE BOTTLE

"For many years I thought my music and wine make a great pairing," says Legend. So in 2015, he launched his own line of Napa Valley wines. "It's part of every day at our house," he says, "whether it's a group dinner or just a lazy night watching reality TV with Chrissy [Teigen]."

EXPERTS SAY

"Rich, chocolate-covered black-cherry flavor lingers on the finish."

—WINE ENTHUSIAST

DAVE MATTHEWS

Dreaming Tree

PRICE

$15

WHAT'S IN THE BOTTLE

After tagging along with a winemaker pal, Matthews decided to launch Dreaming Tree Wines, named after his 1998 song. Online, Matthews' tour chef recommends healthy recipes to pair the wines with. "Turning people on to wine is kind of an exciting idea," says Matthews.

EXPERTS SAY

"Just like his concerts, Dave has created a magical experience that is meant to be shared."

—BUSTED WALLET

JON BON JOVI

Hampton Water

PRICE

$25

WHAT'S IN THE BOTTLE

Bon Jovi turned his son Jesse on to rosé during their Long Island vacations. "Whenever we go to the Hamptons, we always bring cases of the stuff," said Jesse, who persuaded his dad to go into business. Added Jon, "I work for Jesse."

EXPERTS SAY

"I can't remember the last time I reached for a second glass of rosé."

—EMPIREWINE.COM

DARIUS RUCKER

Backstage Whiskey

PRICE

$29.99

WHAT'S IN THE BOTTLE

Rucker – who gives a backstage toast before every concert – decided to capitalize on his ritual, creating a whiskey series that includes flavors like Cinnapepper and Peach Mint. The label looks like a backstage pass: "No curfew tonight," it reads. "11 a.m. bus call."

EXPERTS SAY

"I like it better without the ice.... I think I'm a little drunk."

—PEOPLE.COM

FROM TOP, LEFT TO RIGHT: JOHN SHEARER; GRIFFIN LOTZ; HANSON BROTHERS BEER CO.; LVE WINES; DREAMING TREE WINES; HAMPTON WATER WINES; BACKSTAGE SOUTHERN WHISKEY; TARA ZIEMBA/GETTY IMAGES; JUAN RICO/INVISION/AP/REX SHUTTERSTOCK; KEN MCKAY/ITV/REX SHUTTERSTOCK; LVE WINES; TAYLOR HILL/GETTY IMAGES; MICHAEL STEWART/FILMMAGIC; JIM SMEAL/REX SHUTTERSTOCK