

the drinks business

JOHN LEGEND LAUNCHES OWN NAPA WINE BRAND

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Soul singer John Legend has launched his own brand of Napa wine, it has emerged.



John Legend announced the launch of his own wine brand to his Instagram followers (Photo: Instagram)

The nine-times Grammy and Academy Award winner, whose hits include 'Ordinary People' and 'Glory', has collaborated with [Raymond Vineyards](#) in St Helena to create the wine, which is called Legend Vineyard Exclusive, or LVE.

The biodynamic Raymond Vineyards is owned by Burgundian wine empire chief Jean-Charles Boisset. The winemaker is Stephanie Putnam.

The singer-songwriter announced the creation of LVE to his followers on Instagram, posting a picture of himself holding the new bottle.

"Got the first case of my new wine brand in conjunction with Raymond Vineyards: LVE!" Legend writes under the photograph.

"So good. Can't wait for you to try it. [LVEwines.com](#)."

[LVEwines.com](#) is so far just a holding page showing the singer sitting back and enjoying a glass of red wine. However the first vintage release of LVE, a 2013 Cabernet Sauvignon, is available to buy from Raymond Vineyard's website, priced at \$85 (£55) per bottle.

Legend joins a [long and illustrious list](#) of names from the world of US entertainment who have become involved in the wine industry. Drew Barrymore, Sam Neill, Francis Ford Coppola, Brad Pitt and Angelina Jolie, Fergie and Dan Aykroyd all have their own wine brands.

The drinks business reported in July this year on the launch of rapper Jay-Z's own Champagne brand, Armand de Brignac.

The *db* also reported how Chinese basketball star Yao Ming also set up his own wine company in his home country, using grapes from the Napa Valley to reflect his time playing in the NBA.