

John Legend and Vintner Jean-Charles Boisset Launch the “Summer of LVE” with New LVE Rosé at Pop-Up Tasting Experience

On June 21, Legend Vineyard Exclusives (LVE) partnered with Grammy-, Golden Globe-, Tony-, and Academy Award-winning singer-songwriter and philanthropist John Legend to kick off the first-ever “Summer of LVE.” Legend and Raymond Vineyards proprietor Jean-Charles Boisset chose the summer solstice to announce the release of LVE Côtes de Provence Rosé with an intimate performance from Legend in conjunction with Airbnb Concerts, as well as a pop-up tasting experience, at Héritage Fine Wines in Beverly Hills, California.

Though the 2018 LVE Rosé—a blend of 60% Grenache, 25% Cinsault, and 15% Syrah grown in the Montagne Sainte-Victoire region of Provence—is not available via national distribution until 2019, it can be purchased online, in person at Héritage, or by joining the LVE Collective wine club.

“I’ve been excited to develop the LVE Rosé for quite a while,” Legend says. “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!”

All proceeds from the event benefited FREEAMERICA, a nonprofit founded by Legend to push for criminal justice reform in the United States.

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

Vintner Jean-Charles Boisset and singer-songwriter John Legend share a toast to the “Summer of LVE.”

