



The Daily Meal

All the food that's fit to eat

Rosé All Day with John Legend

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John Legend and Raymond Vineyards Proprietor Jean-Charles Boisset debuted their newest wine today-LVE Côtes de Provence Rosé.



John Legend may know a lot about singing, acting, and songwriting, but what does he know about wine? Surprising, a lot. And he's pretty good at it, too. His Cab Sauv earned 91 points from Wine Enthusiast and 93 points from Wine Spectator, respectively. Many people may not know that the singer launched his own label in 2015, which up until today boasted three wines: a Red Blend (55 percent Petite Sirah, 39 percent Merlot), a Cabernet Sauvignon and a Chardonnay.

As of Thursday, June 21st, Legend and Raymond Vineyards Proprietor Jean-Charles Boisset launched the label's first pink wine called Côtes de Provence Rosé, a 2017 vintage that will be available for national distribution next year. It retails for an affordable \$25.

Pronounced L-V-E, the company's name is an acronym for Legend Vineyard Exclusive and also brings to mind the word 'love'. Legend created the brand with Napa-based Raymond Vineyards and was heavily involved in the process. The family-owned company with wineries in Napa and France and is the biggest wine producer in Burgundy, as well as being the third largest in the country.

The rosé is a blend of 60% Grenache, 25% Cinsault, and 15% Syrah. It was developed in the Sainte-Victorie region where the limestone soils really bring out the minerality in the wine.

“The Grenache really cuts the spice so it’s phenomenal to pair with spicy food. It’s very versatile. It would pair nicely with oysters, seafood, sushi, sashimi, or anything you can think of. It’s always a good time for wine in my opinion,” said Boisset.

“For Chrissy and I, the rosé is just perfect for a weekend barbeque. It pairs so well with everything. We love to have friends over and have barbeque chicken, coleslaw, and drink it with everything,” Legend said. “My wife is quite the food enthusiast and she’s launching a cookbook soon so between the two of us we’ll have all the food and drink you’ll need! ”

Legend capped off the launch with an intimate performance and toasted to his new rosé.

“I believe that wine and music bring us closer together,” Legend said. “I think we’d like to expand into bubbly at some point as well. There’s a lot we have in the works.”

For those in Los Angeles that would like to sample any of the wines, there is a *Héritage Invites LVE & JCB pop-up* in Beverly Hills that will give guests the opportunity to sample the portfolio of wines from LVE and JCB (Jean-Charles Boisset’s signature wine collection). The pop-up space is located inside [Héritage Fine Wines](#), a wine bar and retail shop located at 467 North Canon Drive in Beverly Hills.

