

LVE

Legend Vineyard Exclusive

John Legend's LVE Wines Adds French Sparkling Rosé to Award-Winning Portfolio of Wines

Collaboration with Vintner Jean-Charles Boisset expands just in time for National Rosé Day

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ST. HELENA, CA (JUNE 4, 2019) – Grammy, Emmy, Golden Globe, Tony and Oscar-winning singer, songwriter, humanitarian and philanthropist **John Legend** today kicks off the second annual “Summer of LVE” with the debut of a new French sparkling rosé, which is the sixth LVE wine and joins the LVE Côtes de Provence Rosé to offer wine lovers two ways to “drink pink.”

"I'm so excited to add some sparkle to the 2019 Summer of LVE! LVE Sparkling Rosé is the perfect addition to your summer celebrations," Legend says. "Just like with all of my creative endeavors, my approach to winemaking is to collaborate with the best and trying to make something magical."

The new LVE Sparkling Rosé (SRP: \$20) joins the growing lineup of critically acclaimed LVE wines, including a still rosé (SRP: \$25), LVE Chardonnay (SRP: \$45), LVE Cabernet Sauvignon (SRP: \$85) and LVE Red (SRP: \$50). The grapes were selected from a blend of vineyards in well-known growing regions of France, like the Loire and Languedoc, to create its unique and fruity style. LVE wines are made in conjunction with Raymond Vineyards in St. Helena, one of the flagship properties of Boisset Collection.

Just in time for National Rosé Day on June 8th, rosé enthusiasts can pair the still or sparkling LVE Rosé of their choice with their favorite music and meal, and then continue to sip all summer long. To celebrate the Summer of LVE, Legend will be hosting a series of events from coast to coast, including a summer kick-off event at Montauk's renowned Surf Lodge and a tasting event at Héritage Fine Wines in Beverly Hills, the location of his pop-up LVE tasting lounge.

Fans should keep an eye on [@LVE_Wines](#) to learn more about all LVE offerings and to stay up to date on the latest tasting events throughout the summer. Followers are encouraged to post their rosé themed happy hour photos using the hashtag [#SummerofLVE](#).

Rosé lovers will now have the opportunity to indulge in the complete LVE collection, currently available for purchase in stores nationwide, online at www.lvewines.com and at Héritage in Beverly Hills, home to Héritage Invites LVE & JCB. JCB is the eponymous wine line of Jean-Charles Boisset, proprietor of Boisset Collection, which includes a portfolio of wineries and lifestyle destinations with strong historical and family roots.

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

About LVE Wines

Legend Vineyard Exclusives (LVE) was a dream long in the making. As with his music, John searched for the right collaborator, a vineyard whose pursuit of the perfect blend and standards of excellence equaled his own. With roots deep in the Napa Valley and award-winning wines known for beautiful balance, finesse and power, Raymond Vineyards was the perfect match. The LVE collection includes sparkling rosé (SRP: \$20), still Côtes de Provence rosé (SRP: \$25), LVE Chardonnay (SRP: \$45), LVE Cabernet Sauvignon (SRP: \$85) and LVE Red (SRP: \$50). The brand's membership program, LVE Collective, is a unique opportunity to experience exclusive LVE & Raymond Vineyards wines hand-selected by John Legend and automatically shipped to your door four times per year at a 20% savings. To learn more, visit www.lvewines.com.

About Raymond Vineyards

Raymond Vineyards, founded in 1970, comprises nearly 300 acres in Rutherford, St. Helena and Jameson Canyon. Five generations of the Raymond family created a Napa icon, with an enduring reputation for elegant wines with a beautiful balance of finesse, power and complexity. Today, guided by the vision of Proprietor Jean-Charles Boisset, Raymond Vineyards is one of the wine world's most dynamic winery destinations. Highly-ranked wines are crafted by Winemaker Stephanie Putnam and Consulting Winemaker Philippe Melka from Raymond's certified organic and Biodynamic® estate vineyards and select long-term vineyard partners. The winery's guest experiences unite education, passion and entertainment, offering diverse opportunities to explore wine. The solar-powered winery is certified organic by CCOF, Demeter Biodynamic, Napa Green, Fish Friendly Farming and California Sustainable Winegrowing Alliance. To learn more, please visit: www.raymondvineyards.com.

About Boisset Collection

Boisset is a family-owned collection of historic and unique wineries and lifestyle destinations led by Jean-Charles Boisset and bound together by a common vision: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than 25 historical and prestigious still and sparkling wineries in the world's preeminent terroirs, including Burgundy, Beaujolais, Jura, the Rhône Valley, the south of France and California's Russian River Valley and the Napa Valley. Its California wineries include Raymond Vineyards, Buena Vista Winery, DeLoach Vineyards and JCB by Jean-Charles Boisset; its French properties feature Domaine de la Vougeraie, Jean-Claude Boisset, Bouchard Aîné et Fils, J. Moreau et Fils, Louis Bouillot, Domaines Henri Maire, Fortant and Bonpas. Each house retains its unique history, identity and style, and all are united in the pursuit of fine wines expressive of their terroir. Wine is at the center of Boisset's mission, and is complemented by spirits, beer, cider, gourmet foods and luxury goods, both of its own design and from partnerships with historic companies such as Baccarat, Lalique, St. Louis, Riedel, Christofle and Bernardaud. To learn more about the Boisset Collection, please visit www.boissetcollection.com.