



**LVE: Legend Vineyard Exclusive Announces VIP Wine Experience:
The LVE Wine Cellar on Tour with John Legend**

A New LVE Napa Valley Red Wine and the LVE Collective Wine Club will exclusively debut at the LVE Wine Cellar

St. Helena, CA (February 16, 2017) – Raymond Vineyards and John Legend have expanded their collaboration to launch the LVE Wine Cellar VIP experience during Legend’s upcoming Darkness and Light Tour, where a limited-edition LVE Napa Valley Red Wine and LVE Collective membership experience will debut. LVE wines will be featured on Legend’s nearly 30-city U.S. tour with tasting experiences for diamond and VIP-level ticket holders. A special tasting lounge that echoes the luxurious, red-velvet draped Red Room at Raymond Vineyards will be created to entice the senses as concertgoers sample John’s wines before then going to see the Grammy, Golden Globe, and Oscar-winning singer, songwriter, humanitarian and philanthropist take the stage.

“We are excited to take our friendship with John to the next level with the new wine, the LVE Collection and the LVE Wine Cellar concert experience,” said Jean-Charles Boisset, proprietor of Boisset Collection, which includes Raymond. “This will be the ultimate pairing experience that greatly enhances the concert-going experience — the rich emotions of John’s music with the balance, finesse and power of his wines.”

The LVE Napa Valley Red Wine (suggested retail price: \$40) reflects the seductive, rich and complex characteristics already established by the earlier LVE wines created by Legend, Boisset, and Winemaker Stephanie Putnam. The distinctive label features LVE’s iconic roses shaded a distinctive midnight blue. LVE debuted in 2015 with a Napa Valley Cabernet Sauvignon (SRP: \$85) and a Napa Valley Chardonnay (SRP: \$45), which will also be featured in the LVE Wine Cellar experience.

The new wine, as well as future LVE releases, will be available first to members of the new LVE Collective. The collective is a unique opportunity to experience exclusive LVE and Raymond Vineyards wines hand-selected by John Legend and automatically shipped to customers’ doors four times per year at a 20 percent savings. Among other benefits, collective members will be invited to exclusive Raymond Vineyards and John Legend events. For more information, please visit the Collective [membership page](#).

“A Legendary Evening with John Legend” and the “Love Me Now” Enhanced Fan Experience packages include access to the LVE Wine Cellar, which will feature an interview with John about the LVE wines, his new music and his life; wine tasting of the three LVE wines as well as a JCB Collection Crémant de Bourgogne sparkling wine. Fans that opt for the “legendary evening” experience will also receive a custom bottle of LVE wine, personally engraved for each guest and signed by John. For full package details, visit <http://www.cidentertainment.com/events/john-legend-tour-2017/>

LVE wines are available for purchase through LVEwines.com, and can be tasted and purchased at Raymond Vineyards in St. Helena, California (849 Zinfandel Lane, St. Helena, CA 94574).



LVE IS HARMONIOUS

LVE IS FOREVER

LVE IS TRANSFORMATIVE

LVE IS INSPIRATION

LVE IS WINE



About Raymond Vineyards

Raymond Vineyards, founded in 1970, comprises over 325 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 Phillippe 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 by CCOF, Demeter Biodynamic, Napa Green, Fish Friendly Farming and California Sustainable Winegrowing Alliance. The winery's unique attributes led it to be named *Sunset's* "Best Tasting Room – Experience Beyond Tasting" in 2011, the 2012 American Winery of the Year and the 2016 Wine and Culture Wine Star by *Wine Enthusiast*, and one of *Wine Spectator's* Top 100 Wines of 2013. To learn more, please visit: www.raymondvineyards.com.

About Boisset Collection

Boisset is a family-owned collection of historic and unique wineries bound together by a common cause: authentic, terroir-driven wines in harmony with their history, their future and the land and people essential to their existence. With more than twenty-five historical and prestigious wineries in the world's preeminent terroirs, including the Côte d'Or, Beaujolais, Rhône Valley, California's Russian River Valley and the Napa Valley, each house retains its unique history, identity, and style, and all are united in the pursuit of fine wines expressive of their terroir. To learn more about the Boisset Collection, please visit www.boissetcollection.com.

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