

## Allison Levine, Please The Palate: Music and wine: a natural pairing?



**L**aunching or buying a winery is definitely a status symbol for celebrities. Many celebrities, from actors to musicians to athletes have entered into the wine business.

But I have been somewhat skeptical about celebrities who attach themselves to a wine label. I have wondered how involved many celebrities are when it comes to their wine label. After all, there is more than just putting your name on it. Of course, it sounds romantic to own a winery. But the reality is that the wine business is a lot of hard work.

I was intrigued when online wine retailer **Wine.com** announced virtual tastings with musical legends Jon Bon Jovi and John Legend as part of their virtual wine tasting line-up. Wine and music seem like a natural pairing. There is growing scientific evidence regarding the relationship between wine and music and how they enhance each other. And, I have met so many people in the wine industry who play musical instruments or are, or were, involved with music both professionally and personally.

Jon Bon Jovi and John Legend are both musical icons, who have created their own wine label. And, they both partnered with well-known French winemakers to bring their visions to life and to show that wine and music do go together.

## **LVE (Legend Vineyard Exclusive)**

Between traveling, eating at restaurants and romantic evenings, John Legend fell in love with wine. Wine has played an important role in many of his most memorable events and fans say that the music of John Legend pairs well with wine. So, when John Legend decided to produce a wine label, he knew he needed to do it credibly and with a good partner. He found that partner in Jean-Charles Boisset, proprietor of the Boisset Collection.

John and Jean-Charles met through a mutual acquaintance and became friends, bonding over food, wine, music and life. While John had been approached by others to put his name on a wine label, it was different with Jean-Charles. There was a shared energy between them, and they create LVE, which stands for Legend Vineyard Exclusive, but also represents “love” without the “o”. LVE wines are created to enjoy over shared moments and experiences.

LVE was launched in 2015 with the 2013 Napa Valley Cabernet Sauvignon. They also produce Chardonnay and a Red blend from Napa. John wanted a light, refreshing and crisp Grenache-based rosé and in 2017 LVE released a rosé from Provence. In 2019, a French rosé sparkling wine was added to the line-up. LVE wines have scored 90+ points and the brand continues to grow and expand.

Two famous musicians and two well-known winemakers definitely created harmony between music and wine.

