

## John Legend's FaceTime call with Ryan Tedder for 'The Voice' took an unexpected turn: 'How about we do a swap?'



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"I was on FaceTime yesterday with John Legend, and I'm with John and I notice that he's drinking a glass of wine, which I knew was probably [from] his [own brand]," Tedder laughed. "I go, 'John, I'm sitting here, I'm only three minutes from where you live, and I don't have any of that wine. Where's the wine?'"

Legend founded his own wine label, LVE Wines, back in 2015 in collaboration with Napa Valley-based winemaker, Jean-Charles Boisset.

"He goes, 'OK, you know what? You're right. I'm going to send you a box. Give me your address,'" Tedder went on. "I said, 'How about we do a swap? I'm going to send you some of my CBD sparkling water, Mad Tasty, and you send me the wine.'"

Tedder launched his CBD brand last year, making a splash during Interscope's Coachella party with his unveiling. The singer-songwriter's Mad Tasty has since expanded to include three flavors, the most recent of which is the mysterious Unicorn Tears.

"He's like, 'Oh, man. I need some of that CBD. Give me that. Give me some boxes of Mad Tasty,'" he finished his story.

For Tedder, this little drink exchange with John Legend over FaceTime is the perfect anecdote for his ultimate goal of using his various projects to promote one another, having them bleed into one another to create a symbiosis of sorts that benefits both sides of the equation.