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FROM THE MAGAZINE

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A Taste of Stardom

By LOGAN E. ORLANDO

Madonna, Olivia Newton-John, Joe Montana, Francis Ford Coppola--is there a celebrity who doesn't have a wine these days? For many, it's a high-end hobby. For others, it's a status symbol and personal branding tool. Marketers see famous names as a way to expand wine's appeal and cultivate new oenophiles. A great name doesn't necessarily mean a great wine, but here are a few of our faves--from the worlds of sport, music, TV ... and porn.

SAVANNA SAMSON The porn star titillates palates with Sogno Uno, a bodacious Cesanese blend. Wine guru Robert M. Parker rated it a stellar 91 out of 100.

ERNIE ELS The South African golfer's 2003 Stellenbosch, with its rich and robust blend of classic Bordeaux grape varieties, has a fine, long finish.

LARRY BIRD The NBA Hall of Famer's Legends line has a new California Chardonnay as crisp as his on-court assists. Up next: an oaky Cabernet Sauvignon.

BOB DYLAN Planet Waves, named for the singer's 1974 album and produced with vintner Antonio Terni, is a luscious blend of Montepulciano and Merlot.

LORRAINE BRACCO The Sopranos actress's eponymous line of eight ornately labeled wines includes a lavish, fruity 2004 Pinot Grigio from the Italian Alps.

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