

50 Cent & Busta Rhymes To Market Leyrat Cognac

By Hip Hop News

01/05/09



50 Cent and **Busta Rhymes** not only have music coming out this year, but also lines of liquor. A recent deal between the rappers management company, Viloator Management, and Drinks Americas will have the rappers market a and Sparkling Vodka brands.

Drinks Americas previously signed a deal with **Dr Dre** to help develop and market a series of premium alcohol and non-alcoholic beverages, marking the first equal partnership between a music and beverage company. In August, Drinks Americas revealed it would introduce **Dr. Dre's Aftermath** Cognac plus a sparkling vodka around the release of **Dr Dre's** highly anticipated **Detox** album.

Source: <http://www.industryfinest.com>