

11 Hot Celebrity Spirits

It's no secret that celebrities will endorse just about anything, from Rachael Ray's Nutrish Dog Food to Maria Sharapova's Sugarpova line of candies (including, of course, tennis gum balls). Anything for exposure, right? But over the past decade, there has also been a surge in the number of celebrities putting their names—and money—behind liquor brands.

So check out our list of celebrity-owned and -endorsed spirits. You may be surprised which stars have gone from the big screen to the store shelf.



Joe Montana

Aviation American Gin

The NFL Hall of Famer is no stranger to the beverage industry. In the '90s, Joe Montana owned a Midwestern beer distributorship, and a few years ago he partnered with Sbragia Family Vineyards to create Montagia Cabernet Sauvignon. And his latest endeavor is [Aviation Gin](#), which he just invested in. It was co-founded by top [Portland, Ore.](#), bartender Ryan Magarian.