

7 CELEBRITY-MADE SPIRITS THAT ARE ACTUALLY WORTH BUYING

By Jason Horn OCTOBER 22, 2014

From [Orson Welles](#) hawking California “Champagne” and [Billy Dee Williams](#) insistence that malt liquor “works every time” to [Mila Kunis](#) working in the Jim Beam barrel warehouse, the booze business has long relied on celebrities to, well, sell booze.

But it’s less common for famous folk to actually be involved with creating a spirit, and the results are often...less than delicious. (Remember [Danny DeVito’s Limoncello](#)? Neither do we.) However, sometimes the celebs turn out to be halfway decent at making booze (or at least know the right people to hire), and in their honor, here are a few notable spirits by notable people that won’t make you gag.



COURTESY OF AVIATION

Aviation Gin (\$30)

In addition to four Super Bowl rings, Joe Montana has owned quite a few booze businesses. Back in the ‘90s, he was an investor in a Kansas beer distributor; he’s collaborated with California winemaker Ed Sbragia on Montagia Cabernet Sauvignon since 2000; and last year, he bought into [Portland, Ore.](#), distillery House Spirits in order to expand distribution of its flagship gin nationwide. So it’s thanks to Joe Cool that you can find this fine spirit outside of Oregon. It’s a pretty non-traditional gin that eases up on the juniper flavor in favor of citrus, cardamom and lavender. You’ll love it in its namesake Aviation cocktail, an old-school mix of gin, maraschino liqueur, creme de violette and lemon juice.

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