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Neymar Jr. launches Le Prince, a premium wine brand with six bottles from three countries

The collection includes a Rioja Crianza from Bodegas Faustino as the soccer star joins a growing celebrity push into wine

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Brazilian soccer player Neymar Jr. has launched Le Prince, a new premium wine brand built around an initial collection of six wines from Chile, Spain and France, with Spain's Bodegas Faustino selected to represent Rioja.

The Rioja entry in the lineup is Le Prince by Faustino, a Crianza 2022 from the Denominación de Origen Calificada Rioja, according to details released by the winery in Oyón, in Spain's Álava province. The collection was assembled with advice from Dirceu Vianna Junior, the first Brazilian to earn the Master of Wine title.

The project was presented in Brazil during APAS Show 2026, a major food and distribution trade fair in Latin America. Neymar Jr. and his father, Neymar Sr., are behind the brand, which they describe as an effort to combine tradition, innovation and a broader appeal for both new wine drinkers and more experienced consumers.

Bodegas Faustino said its inclusion in the range reflected several factors, including the winery's long history and Neymar's personal connection to Spain from his years playing for FC Barcelona. The producer said it has more than 160 years of winemaking history.

Faustino is part of the Martínez Zabala family group and says its wines are sold in more than 140 countries. The company also said it ranks in the Top 50 of Drinks International's "Most Admired Brands" list and was recently named "European Winery of the Year" by Wine Enthusiast.

The launch adds Neymar to a growing group of athletes and celebrities entering the wine business through branded collections tied to established producers. In this case, the strategy centers on sourcing wines from multiple countries rather than producing them under a single estate label.

The materials announcing the launch contained an apparent inconsistency on vintage, referring in one place to Le Prince by Faustino Crianza 2022 and in another to Crianza 2002. Bodegas Faustino otherwise described the Rioja wine as part of the new six-bottle international collection now being marketed under the Le Prince name.