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Christina Aguilera Takes Stake in Beau Joie Champagne

The singer will help shape marketing for the luxury label’s low- and no-added-sugar Champagnes.

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Christina Aguilera is taking an ownership and creative role at Beau Joie Champagne, the luxury sparkling wine brand said Thursday, adding another celebrity name to the beverage business as companies look for broader reach in a crowded market.

Beau Joie said Aguilera has joined the company as a stakeholder and Global Creative Director. The announcement was made in Las Vegas by Toast Spirits LLC, the Las Vegas-based owner and importer of the Champagne label. The company did not disclose the size of Aguilera's stake or the financial terms of the deal.

In the new role, Aguilera is expected to help shape the brand's image and marketing as Beau Joie pushes its "Bubble Better" campaign, which centers on low- and no-added-sugar cuvées. The company said it wants to build awareness with consumers, retailers, distributors and younger Champagne buyers.

Aguilera, a Grammy Award-winning singer whose career has spanned more than two decades, said the partnership was driven in part by her personal preferences. In a statement released by the company, she said she was first drawn to Beau Joie's bottle design but became interested after trying the wine. She said her travel schedule and active lifestyle make her mindful of what she eats and drinks, and that she wanted a Champagne option without a high level of added sugar.

The company is positioning that message as a key part of the brand's identity. Beau Joie, which is produced in Épernay, France, has built its image around premium packaging and a product line marketed as lower in sugar than many traditional offerings. Its bottles are known for a handcrafted metal exterior, a design that has helped distinguish the brand on store shelves and in restaurants.

Jon Deitelbaum, president and co-founder of Toast Spirits, said the company viewed Aguilera as a strong fit because the partnership matched her public image and personal tastes with the product it is trying to sell. In the company's announcement, he said artist partnerships work only when there is genuine alignment between the person and the brand.

Brandis Deitelbaum, the company's co-founder and chief marketing officer, said Aguilera's audience was another factor in the decision. She said the singer appeals to a broad mix of consumers and that the company expects the partnership to support sales efforts in retail and mass-market channels as Beau Joie expands distribution.

The arrangement gives Aguilera both a financial interest and a public-facing role, which is a more involved position than a standard endorsement deal. While celebrity beverage tie-ins have become common across spirits, wine and ready-to-drink products, companies increasingly seek partnerships that include equity and creative participation in an effort to make those relationships appear more durable and credible to consumers.

For Beau Joie, the agreement comes as the brand tries to strengthen its position in the U.S. Champagne market, where it is distributed primarily through Southern Glazer's Wine & Spirits. Southern Glazer's is one of the country's largest alcohol distributors, and that alignment gives Beau Joie access to a wide national network of retailers, restaurants and hospitality venues.

The company described itself as available across the United States and in select international markets. It did not announce any immediate product changes tied to Aguilera's appointment, but the creative director title suggests she will be involved in brand campaigns, visual identity and consumer-facing storytelling as the company continues to push the health-conscious and lower-sugar angle of its message.

That focus speaks to a broader shift in the alcohol business, where producers have increasingly tried to respond to consumers looking for products they see as lighter, cleaner or more in line with wellness habits. In wine and sparkling wine, sugar content has become one of the selling points some brands emphasize, especially with buyers who want to celebrate but also say they are paying closer attention to ingredients and nutrition.

Aguilera's own statement touched directly on that point. She said she loves Champagne and celebration, but does not want a lot of added sugar. Beau Joie is now using that message as part of its case for the partnership, linking the singer's personal habits with the company's effort to stand out in a traditional category that has become more competitive at the premium end.

The announcement did not say when Aguilera will begin appearing in campaigns or whether new marketing materials are already in production. It also did not indicate whether she would have any role in product development, though the title of Global

Creative Director suggests influence beyond advertising alone.

Aguilera is one of the best-known pop artists to enter the beverage space through an ownership structure rather than a simple sponsorship agreement. For Beau Joie, the move offers a high-profile spokesperson at a time when brand recognition can be as important as distribution in luxury alcohol sales. For Aguilera, it adds a business role tied to a product category that companies believe still has room for growth among consumers seeking premium choices with a lower-sugar profile.