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Soccer Icon Lionel Messi Releases Premium 'GOAT 10' Wines

A new venture for the soccer superstar celebrates his legendary career with collectible Syrah and Primitivo wines

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Argentinian soccer star Lionel Messi has unveiled a limited-edition wine collection called "GOAT 10," a nod to the "Greatest of All Time" title often attributed to him for his illustrious career. The collection features two wines, a Syrah and a Primitivo, created in partnership with Swiss-based winery MM Winemaker. The bottles, priced at €60 each, are now available for purchase on the winery's website.

Messi, now 37, is celebrated for his extraordinary skills on the field and a record-breaking career. His achievements include winning the World Cup, two Copa América titles, four Champions League trophies, ten spanish 'La Liga' titles, and multiple championships in France. Additionally, he holds the record for eight Ballon d'Or awards, recognizing him as the best soccer player in the world.

The "GOAT 10" collection's name reflects Messi's nickname as the greatest of all time and the number 10 jersey he famously wore throughout much of his career. The launch was announced via Messi's Instagram account, where he described the wines as "premium wines with collectible bottles." This venture represents another step for the player into the wine industry, a field he has previously explored, showcasing his passion for wine, often referred to as Argentina's national beverage.



In a previous collaboration with MM Winemaker, Messi introduced the Lionel Collection, featuring wines such as Pinot Grigio, Grillo, Chardonnay, Nero d'Avola, Merlot, and Cabernet Sauvignon. According to MM Winemaker, the new "GOAT 10" collection pays tribute to Messi's legacy while blending it with the winery's Italian-rooted traditions.

Messi joins a growing list of soccer players who have entered the wine business. Former teammate Andrés Iniesta operates Bodega Iniesta in Spain, while David Silva, Andrea Pirlo, Gianluigi Buffon, Ronaldinho, Roberto Carlos, and Franz Beckenbauer have also launched their own wine brands. This trend underscores the connection between soccer and the wine industry.

With the launch of "GOAT 10," Messi continues to expand his ventures beyond soccer, showcasing his influence in industries such as winemaking, which resonate with his global fan base.