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Queen files trademark for crest logo as band prepares to launch branded wine

British rock legends plan quality-focused entry into the wine market, with distinctive packaging and direct oversight of product image

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Queen, the iconic British rock band, is preparing to enter the wine market after filing to trademark their distinctive crest logo for use on alcoholic beverages. Official records from the UK Intellectual Property Office confirm that Queen Productions Ltd submitted the application in August 2025, specifically covering wine and related products. This move marks a significant step for the band as they look to expand their brand into the world of wine.

The trademark filing has fueled speculation within the drinks industry and among fans that a Queen-branded wine could soon be available. While details about the producer, style, or region have not been disclosed, sources close to the band indicate that plans are underway to begin production once legal protections are in place. Industry

observers expect that if the trademark is approved without delay, bottles could reach shelves as early as late 2025 or sometime in 2026.

This is not Queen’s first venture into branded beverages. In 2014, the band launched Killer Queen vodka, a product inspired by Freddie Mercury’s well-known fondness for vodka. The vodka was distilled in Latvia and marketed as a premium tribute to Mercury, with Brian May describing the distillery as “the Willy Wonka chocolate factory for adults.” The success of Killer Queen vodka suggests that any future wine release will be positioned as a quality product rather than a simple novelty.

The current trademark application covers all alcoholic beverages but singles out wine as a key focus. Insiders say that Queen’s management intends to maintain direct oversight of the brand’s image and product quality. This approach is designed to ensure authenticity and prevent misuse of the Queen name in the competitive drinks market. The band, now led by Brian May and Roger Taylor, has not yet announced any partnerships with specific wineries or distributors. However, industry precedent suggests they may collaborate with an established producer to guarantee both quality and scale.

Packaging is expected to play a central role in the new product’s appeal. The planned wine bottles will feature Queen’s ornate crest logo, originally designed by Freddie Mercury. The crest incorporates zodiac symbols representing each band member and a phoenix rising above a crown, making it well-suited for prominent display on wine labels. Observers believe this distinctive branding will help the bottles stand out and attract both collectors and casual fans.

Distribution plans have not been finalized, but early indications point to an initial launch in the United Kingdom with potential for international expansion if demand proves strong. Commentators note that limited-edition releases or special packaging could make Queen’s wine highly sought after by collectors, similar to other band memorabilia and deluxe album editions.

The decision to trademark their logo for wine signals that Queen is taking a careful and strategic approach to entering the beverage market. Rather than licensing their name for generic products, they appear committed to developing a serious offering that

reflects their legacy and attention to detail. As anticipation builds among fans and industry insiders alike, all eyes are on Queen’s next move in what could become one of the most high-profile celebrity wine launches in recent years.