

Hip-Hop Entrepreneur Jay-Z to Lead Cristal Boycott

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Hip-hop entrepreneur and veteran rap artist Jay-Z and his upscale sports lounge, The 40/40 Club, have said that they will no longer be serving Cristal Champagne and the hip-hop entrepreneur will further help lead the boycott against Cristal Champagne in the world of hip-hop.

Despite loyal patronage by Jay-Z, his clientele, and the entire hip-hop community, Rouzaud said in a special edition of The Economist magazine that the company observes its association with the rap world with "curiosity and serenity." Even though Jay and other rappers continually support the brand by including Cristal in their lyrics, as Jay did in his number 1 hit "Hard Knock Life," Rouzaud has labeled the name-checks as "unwelcome attention."

"It has come to my attention that the managing director of Cristal, Frederic Rouzaud views the "hip-hop" culture as "unwelcome attention." I view his comments as racist and will no longer support any of his products through any of my various brands including The 40/40 Club nor in my personal life," said Jay-Z.

Just as Rouzaud stated, "I'm sure Dom Perignon or Krug would be delighted to have their business," Jay-Z and the 40/40 Club will now be serving only Krug and Dom Perignon to their customers seeking high end champagne products.