

IN-STORE

Dom Pérignon opens atelier doors to experience heritage, tastings

May 6, 2015



Dom Pérignon promotional image

By JEN KING

LVMH-owned Champagne maker Dom Pérignon is inviting consumers to walk along the vineyard path of monk Dom Pierre Pérignon through a tasting experience at its French spirits atelier.

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Luxury Daily

Atelier Dom Pérignon is a new program offered by the Champagne house that invites consumers to The Abbey of Saint-Pierre d'Hautvillers in the heart of the Champagne region of France. Inviting consumers into the "ancestral" home of a brand fully immerses attendees in a storied heritage and offers a degree of transparency that branded events held elsewhere cannot provide.

"Living in a digital age, reinterpreting tradition and the question of how to connect past and present in a more meaningful way is a challenge for all luxury brands," said Jackie S. Graziano, director of marketing at [Wealth Engine](#). "The heritage aspect of Dom Pérignon adds the association of depth, authenticity and credibility to the brand's perceived value."

"A brand is what a brand does," she said. "By being transparent about the brand's heritage

and making it a cultural experience empowers the consumers to identify with the brand, build a connection and drive brand loyalty. It exemplifies the soul of the company and builds a visceral dynamic that simply can't be achieved by traditional marketing."

Ms. Graziano is not affiliated with Dom Pérignon, but agreed to comment as an industry expert.

[Dom Pérignon](#) was unable to comment directly by press deadline.

Popping bottles

Both its parent brand luxury conglomerate Louis Vuitton Moet Hennessy and the Champagne brand shared news of the Atelier Dom Pérignon on social media. The Dom Pérignon account leaves the consumer with an anticipatory message that reads "unveil some mysteries. Atelier Dom Pérignon, the key to a grand experience," while LVMH provided its followers with a more rounded account of the new initiative.

Unveil some mysteries. Atelier Dom Pérignon, the key to a grand experience.

Posted by [Dom Pérignon](#) on Thursday, April 30, 2015

LVMH explains that Atelier Dom Pérignon offers "an educational immersion into the best-guarded secrets of the world renowned Champagne house" and will allow consumers to discover its heritage, terroir and centuries-old savoir-faire.

Beginning in June, consumers can travel to the Abbey of Saint-Pierre d'Hautviller, which overlooks the Marne Valley in the heart of Champagne, France. The Abbey, found on the slopes of Montagne de Reims, has a rich Champagne making history.

In the 17th century, the monk Dom Pierre Pérignon "discovered and perfected" the techniques that gave way to Champagne as we know it today, according to the brand. In modern day, the Abbey continues its role in creating Dom Pérignon vintages and continually inspires Richard Geoffroy, the chef de cave since 1990.

Given the brand's longstanding heritage, this is the first instance that Dom Pérignon has "lifted the veil" on its savoir-faire.



Dom Pérignon Champagnes tasted during Atelier Dom Pérignon sessions

When sessions begin, consumers will be able to book the Atelier Dom Pérignon tour and tasting experience. For an entry cost of \$671, consumers will attend a day-long workshop in a group of 12.

During the workshop, Dom Pérignon's 12 guests will have a chance to sample three Plénitudes of Dom Pérignon: Dom Pérignon vintage 2004 or 2005, Dom Pérignon P2 1998 and Dom Pérignon P3 1990 as well as the Dom Pérignon rosé 2003.

In addition, attendees will be instructed on the technical tastings of the Champagnes as well as a wine and food pairing introduction. The day also includes a digital sensory experience in the "Blackbox" and a tour of Dom Pérignon's vineyards and the Abbey d'Hautvillers.

On its Web site, where the Atelier Dom Pérignon experience can be booked by phone or email, the Champagne brand shared a video that gives interested consumers a visual overview of the property at The Abbey, the surrounding vineyards, the cellar caves and the bottles that will be tasted.

Embedded Video: <https://www.youtube.com/embed/mNTlm5tJC0>

Dom Pérignon creates Atelier Dom Pérignon

For its inaugural year, Dom Pérignon will host 14 Atelier sessions.

Down in the caves

Other spirits makers under the LVMH umbrella have formed interactive and informative tasting experiences to educate and entertain consumers.

For instance, Champagne maker Krug built a multi-sensory experience around its wines with a music feature for both desktop and mobile.

Krug's "Music Pairing" has recording artists select their picks for tracks to accompany six particular varieties of Champagne, much like a chef would note what food pairs best with a particular wine. Since consumers cannot taste via digital mediums, providing this aural experience helped to illuminate the differences in the range ([see story](#)).

For its spirits, educational tasting experiences are also extended to the LVMH retail ventures as well.

LVMH spirits-makers have joined for a sensory experience in Paris' Charles de Gaulle Airport.

For the first time, Moët Hennessy's Champagne and cognac houses will be showcased in a single boutique as travelers make their way through terminal 2E Gate K. Opened since September, the Les Caves Particulières creates a prime shopping opportunity for travelers boarding flights on their way to visit loved ones for the holiday season ([see story](#)).

"Today's luxury shopper wants to be informed," said Marie Driscoll, CEO and chief

consultant of Driscoll Advisors, New York. "It is part of the story telling and romancing. It grounds them in the brand. Very important.

"The education and experiential aspect to the atelier program allows makes for a very full experience of the brand and allows one to incorporate it into their lifestyle and definition of self," she said.

"An invitation into the home is personal and engages one on a personal and intimate level. Additionally it anchors the brand in its heritage."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/ek0QMPX7Ns4>

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