

OUT OF HOME

Krug shows its “chippy” side with pop-up food stalls

June 12, 2015



Krug's Krug & Chips

By STAFF REPORTS

LVMH-owned Krug is showing that its Champagne can even pair with traditional fish and chips at a London pop-up snack shop July 8-12.

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For the “Krug & Chips” pop-up restaurant, Krug has partnered with Michelin starred Chef Tom Sellers, which in itself will likely be a draw among London’s foodies. The Champagne house often works with popular eateries and well-known chefs to put on interactive tastings that show off the pairing abilities of its spirits in an intimate setting.

Krug-battered

Located in the East Piazza of Covent Garden, diners will sit in British chip shop-inspired dining pods. Given the East Piazza’s proximity to frequented tourists attractions such as Covent Garden Market and the Royal Opera House, Krug’s out-of-home dining outpost may benefit from the added foot traffic of the neighborhood.

Chef Seller’s menu includes traditional fish and chips-inspired plates such as an update on the classic that features battered whitebait fish sandwiched between two slices of potato, a monkfish dish served with matchstick fries and lobster wrapped in potato

“spaghetti.”

To dine, guests will need to purchase tickets for the pods. Fifty-four dollars for one person, and \$217 for a pair, this ticket level includes a flute of Krug, one dish and 45-minutes in the shared dining pod.

For \$388 per person, up to six guests can share the dining pod and enjoy a bottle of Krug and one dish for 45-minutes. Each guest will be given a gift from Krug.

On the event page for Krug & Chips, Chef Sellers is quoted saying, “When Krug approached me to team up that great British tradition, “the chippy” with their superb Champagne I couldn’t resist the challenge. I hope the dishes we serve will inspire our guests and that pairing them with a glass of Krug Grande Cuvee will create a great and unique dining experience.”

Over the winter, Krug attracted skiers to its open air pop-up restaurant at the Romantic Hotel in Lech, Austria. Positioned at the base of the ski slope, the pop-up restaurant paired Krug Champagne with an a la carte menu March 7 through April 4 ([see story](#)).

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