

EVENTS/CAUSES

Krug turns the “humble” into sophisticated in potato cook-off

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Isay potato, you say potato

By STAFF REPORTS

LVMH-owned Champagne house Krug is having international chefs say potato with a culinary challenge.

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Krug has recruited 15 world-renowned chefs to pair its Grande Cuvée Champagne with potatoes in creative and innovative ways. Krug often emphasizes that its Champagnes pair well with a variety of foods such as lobster and even traditional pub grub, fish and chips.

Start your fryers

The 15 chefs taking part in the challenge work at dining establishments that are also Krug ambassadors, meaning that the restaurant serves Krug Champagne to its diners.

Each of the head chefs will work to create an inspired and creative dish that transforms the “humble” potato into a sophisticated plate. Referred to by Krug as the “I say potato, you say potato” collaboration, the event works to express the Champagne’s pairing abilities in unexpected places.

In the past, Krug has explored this concept through pop-up dining events.

For example, 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 beginning on March 7. The Romantic Hotel was a prime location for this pop-up given its name and Champagne's link to romantic celebrations ([see story](#)).

More recently, Krug showed that its Champagne can even pair with traditional fish and chips at a London pop-up snack shop July 8-12.

For the "Krug & Chips" pop-up restaurant, Krug partnered with Michelin starred Chef Tom Sellers, which in itself was likely 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 ([see story](#)).

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