

OUT OF HOME

Krug Champagne explores jazz in latest sensory tasting experience

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Krug Shell animation

By JEN KING

LVMH-owned Champagne house Krug is taking consumers on a journey of taste and sound for its latest pairing event series.

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Luxury Daily

Krug often compliments its tasting events with musical elements to heighten the experience of the attendee, because with music, as with Champagne, no translation is needed for enjoyment. In this new musical tasting effort, Krug is working with jazz pianist Jacky Terrasson for a worldwide tour with stops in Berlin, San Francisco, Milan, London, Tokyo and Hong Kong.

“Music has always been at the heart of the process in which we have created Krug Champagnes, dating back to 1843,” said Olivia Jalibert, the United Kingdom brand manager for [Krug Champagnes](#), London. “Music is a language that everyone understands and as a result we have been looking to connect our product to music outside of the creational process.

“Since 2014 we have been inviting musicians whose vision is in line with the Krug to pay a visit to the House in Reims and get to know its Champagnes in much more of an intimate

way,” she said. “Thanks to these experiences, many amazing artists have assembled exclusive playlists which are available on the Krug App and on Krug.com.

“What is so exciting about this tour is that we are going to such a diverse range of cities around the world. As a result we hope to attract a diverse range of both fans of jazz and fans of Krug Champagne, therefore introducing fans of jazz who might not necessarily be familiar with Krug to the Champagnes and vice versa.

“Additionally, we hope to attract clients who have neither knowledge of jazz or Krug Champagne with the unique experience in the hope they are to leave with a more rounded perception of both.”

Enjoyment for all

During each event, Mr. Terrasson will perform a one-of-a-kind piece to create an exclusive experience for attendees to enjoy. The experience will then be heightened further through dishes prepared by renowned chefs.

“Experimental events highlight not only the uniqueness of our brand but also its difference. This intimate and exclusive dining experience is a musical and culinary tribute to the House of Krug,” Ms. Jalibert said. “However, what really defines the importance of our world tour is the combination of beautiful food, music and of course Krug Champagnes.”

The London leg of the tour will be held Sept. 23 at the Metropolis Studios, Europe’s premiere recording and mastering studio, adding to the event’s ambiance. More specifically, the tasting dinner will be held in Studio A, the same recording room used by Adele, Amy Winehouse and U2, among countless others.



The image shows a Facebook post from the official Krug page. The post is dated 4 hours ago and is public. The text of the post reads: "Dear Krug Lovers, Join jazzman Jacky Terrasson, chef Andrew Fairlie and Krug Champagnes for an exclusive musical and culinary experience at the London Metropolis Studio. Information and booking here :<http://bit.ly/1JPvw7j>". Below the text are two images: on the left, a bottle of Krug champagne; on the right, a black and white photograph of jazz pianist Jacky Terrasson playing a grand piano. The Metropolis Studios logo is visible in the bottom right corner of the piano photo. At the bottom of the post are the standard Facebook interaction buttons: Like, Comment, Share, and Hootlet.

Krug announcement shared on Facebook

In addition to the performance, guests will enjoy a four-course meal prepared by Krug ambassador and Michelin-starred chef Andrew Fairlie, head chef of Scotland's only two Michelin-starred restaurant, Andrew Fairlie at Gleneagles.

Each of the four courses of the meal will be paired with Krug Champagne. While the courses are dined upon, Mr. Terrasson will perform a musical pairing.

Of the four jazzy pieces performed during the event, one will be selected to be recorded and cut on exclusive vinyl that will be gifted to each of the attendees in about 10 weeks time in named packaging.

Krug's association with music runs deep, with the house likening its Champagnes to lyrics with each plot of land and its wine considered to be a fine musician, contributing to the unique character and sparkle of its beverage.

Continuing this idea, Krug considers each of its five Champagne types as an expression of a variety of musical experiences, from soloists of Krug Clos to an ensemble with Krug Vintages and a "symphony" performance made of more than 120 Champagnes to create Krug Grande Cuvee.

Embedded Video: <https://player.vimeo.com/video/137936427>

Krug and Music at Metropolis Studios from ThisIsMetropolis

Tickets for the event, available for sale [here](#), are priced at approximately \$773.

In addition to his on-site performances, Mr. Terrasson has created a pairing playlist for guests to continue the musical tasting experience at home with Krug Champagnes. The six-song pairing includes Mr. Terrason's "Dance," paired with Krug Rose and other pieces by Count Basie & orchestra & Duke Ellington, Herbie Hancock and Billie Holiday.

Music to your ears

Krug has created a number of music-centric events and initiatives that heightened the Champagne lovers' senses.

For instance, Krug celebrated its annual Grande Cuvée 2014 blend with a live tasting event in London that married the sound of Champagne bubbles and live orchestra music.

During April 7-11, Champagne and music lovers joined Krug in unveiling its latest recreation of its Grand Cuvée while enjoying the music of London's Philharmonia Orchestra and tasting the 2014 vintage at The Loading Bay in Shoreditch, London.

Creating interesting, culturally-relevant tasting events allows a brand to stay top of mind among new consumers ([see story](#)).

Similar to the jazzy tasting event with Mr. Terrasson, 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 will help to illuminate the differences in the range ([see story](#)).

Also, in a highly memorable effort, Krug enhanced the sensory experience of its enthusiasts with a shell-shaped listening device designed to amplify the sounds of the spirits' bubbles to create a new sensation for drinkers ([see story](#)).

"The language of music has played an important role in the luxury space for hundreds of years adding a well-accepted element of culture and refinement to a brand and offers a heightened experience through its universal language," said Rebecca Miller, CEO of [Miller & Company](#), New York. "Krug has expanded the traditional norms by embracing jazz as an iteration of their respect for pleasing the senses beyond the nose or the palate reaching perhaps a new audience in which to introduce the brand.

"Allowing a consumer to 'sample a product' has proven to be an effective marketing tool to create awareness and desire," she said. "To extend the experience with an 'after event gift' is a delightful way to remind a prospect or client of the memories a brand was able to create for them.

"What better way to connect with a person that through multiple senses: food-taste and smell, bubbles-sight, jazz-sound, made by the human hand-touch."

Final Take

Jen King, lead reporter on [Luxury Daily](#), New York

Embedded Video: <https://www.youtube.com/embed/M-rnDS-bp5Q>

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