

INTERNET

## Krug spurs culinary indulgence via Web series

December 22, 2015



*Krug Champagne*

By STAFF REPORTS

LVMH-owned Champagne house Krug is tempting consumers with a video series devoted to life's "Guilty Pleasures."

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Released each Sunday beginning Dec. 6, the videos take a look at the points of view of chefs, getting them to reflect on their trade and also spill the secrets of what their own indulgences are. While not heavily branded, the underlying message the series leaves consumers with is that Krug is a guilty pleasure itself that would pair nicely with any of the featured food.

### Food on film

Krug's first film features Andrew McConnell of Supernormal in Melbourne, Australia. The chef explains that the name of his restaurant came from a Japanese exhibit featuring supposedly normal items that actually have super qualities about them.

Taking this as a reference point, Mr. McConnell serves Asian-inspired dishes, with ideas developed from years living in Shanghai and Hong Kong.

When asked of his own guilty pleasure, he responds that a lobster roll is his idea of the ultimate indulgence. He is then shown preparing a line of the sandwiches, a bottle of Krug seated in view.

With a different perspective, the second episode follows Colin Fassnidge of Four in Hand at Paddington, a suburb of Sydney.

The chef explains that he and his staff eat pasta seven days a week, since they are more focused on feeding other people than themselves. However, he does eat well once home, with his number one indulgence is locally produced sourdough bread paired with brie and caramelized onions.

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Krug frequently stages events and marketing initiatives designed to place its Champagnes at the heart of a menu.

For instance, the house demonstrated how well its wine pairs with seafood with a dining experience in London.

From Sept. 3-7, 2014, LVMH-owned Krug partnered with the newly-opened London restaurant Beast for the "Krug & Krustacean" tasting menu. By narrowing the scope of the menu, Krug underscored how well its Champagne pairs

with foods that may not be immediately associated with the beverage ([see story](#)).

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