

EVENTS/CAUSES

Krug pairs vintages with vegetables in limited engagement experience

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Promotional image for Krug en Capitale

By STAFF REPORTS

LVMH-owned Krug is hosting a multi-sensory tasting event to better acquaint consumers with its Champagnes.

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The fourth edition of "Krug en Capitale," taking place March 8-12, will feature a "musical vegetable garden," which guests can experience before sitting down to a meal prepared by a Michelin-starred chef. Champagne houses are increasingly flaunting their wines as the beverage of choice for a wider range of situations, and Krug's pairing may help inspire some consumers to select its Champagne as the accompaniment to their next menu.

Grand garden

Krug en Capitale was created in 2012. The event pairs the brand's Champagne with specially designed menus and a Parisian setting.

Previous editions have gathered guests on a rooftop in the 9th arrondissement, at La Samaritaine and at a private terrace of the Plaza Athènes. This year's party will be held at the Nissim de Camondo Museum.

For the occasion, Krug will set up a temporary garden at the museum that will explore the effect music has on how people experience taste. After strolling through the vegetable garden, guests will be treated to a dinner by chef Armand Arnal.

At his restaurant La Chassagnette, Mr. Arnal has developed a menu that incorporates organic produce from its garden. The restaurant's vegetables form the inspiration for the chef's menu for the event, as he brings out notes in Krug's Champagnes through his dishes.



Krug en Capitale fourth edition

For lunch, this means dishes such as fried scallops with sweet and sour sweet potato and an egg served with cabbage and truffles. Dinner includes beet carpaccio with marinated bull mint oil and a fennel citrus confit.

Each dish will be paired with one of four types of Krug Champagne to bring out the flavors. These include Krug's Grand Cuve, Ros, 2003 or new vintage.

Consumers can opt for a Champagne tasting in the vegetable garden aside from a meal for \$49 a head, while reservations for lunch begin at about \$174 per person. Consumers can reserve their place at the limited-seating event online from Feb. 1.

Krug frequently explores the possible pairings for its Champagnes with ephemeral engagements.

In 2014, the house demonstrated how well its wine pairs with seafood with a dining experience in London.

From Sept. 3-7, LVMH-owned Krug partnered with then newly-opened London restaurant Beast for the "Krug & Krustacean" tasting menu. By narrowing the scope of the menu, Krug could underscore how well its Champagne pairs with foods that may not have been immediately associated with the beverage ([see story](#)).

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