

OUT OF HOME

Moët & Chandon pop-up looks to educate on Champagne savoir faire

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Moët & Chandon's Moët Academy

By STAFF REPORTS

LVMH-owned Moët & Chandon is helping consumers differentiate between Champagne and sparkling wine at an educational pop-up in the heart of London.

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The Champagne house is taking consumers "from grape to glass" in a virtual and immersive experience hosted at Conde Nast College in London's Soho neighborhood. Hosted by "wine gurus," the Moët Academy includes virtual reality touchpoints to transport visitors to Moët & Chandon's vineyards for a well-rounded and education experience.

What's the difference?

Staged from March 21 to April 3, the Moët Academy will feature a virtual reality tour that presents guests with a 360-degree experience of Maison Moët, the Champagne brand's vineyards in Epernay, France.

To capture the experience, Moët & Chandon used drones to film footage of the brand's original vineyards and cellars. Guests who partake in the virtual reality experience will see first-hand where the maturation and bottle fermentation processes take place without having to travel to the estate.

The experience will be guided by 2015 Champagne ambassador Simon Stockton and award-winning journalist Jane Parkinson, who will be joined by Masters of Wine Susie Barrie and Peter Richards. Having experts on-hand will increase the value of Moët & Chandon's educational concept.



Promotional image for Moët Academy

Guests will learn the differences between dry and demi sec Champagnes and all things "bubbly" during interactive tasting sessions. During the tastings Moët & Chandon will offer guests Moët Imperial, Rose Imperial, Moët Grand

Vintage 2006 and Moet Ice Imperial alongside a sparkling wine to illustrate the differences in styles.

Also at Moet Academy, guests will taste the new Moet Grand Vintage Rose 2008, months ahead of its launch.

Whether consumers are new to Champagnes or connoisseurs, the educational properties create a fun celebration of Champagne making. Moet & Chandon took an educational approach to the pop-up, part of its "Open The Now" campaign, as the brand continues its focus on reaching the millennial consumer ([see story](#)).

"By bringing the magic of Champagne to the heart of London, we inspire consumers to create and share their own Moet moments," said Julie Nollet, UK marketing & communications director of Moet & Chandon, in brand statement. "The Moet Academy pop-up is an invitation to experience Moet & Chandon in an exciting, interactive way and benefit from the brand's rich expertise to learn more about Champagne in general."

Tickets for the [Moet Academy](#) are now available and can be purchased for approximately \$65. Each Moet Academy session has a duration of 90 minutes.

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