EVENTS/CAUSES

Veuve Clicquot aligns Champagne, Carnaval at branded event

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Veuve Clicquot Carnaval

By STAFF REPORTS

LVMH-owned Champagne brand Veuve Clicquot is capturing the spirit and excitement of Carnaval for revelers in Miami.

Held on Feb. 20 at Museum Park in Miami's downtown, the ticketed afternoon event will include traditional Carnaval performances such as Samba dancers and live music, games, Champagne bars and on-site food trucks. Champagne brands are often pigeonholed into traditional celebrations, but Veuve Clicquot has made a consistent effort to show that bubbly can be enjoyed for myriad occasions.

A Champagne Carnaval

The event has two ticket tiers, the Clicquot Carnaval Package and a general admission option. The higher priced ticket, $175 per guest, includes a dedicated entry area, a bottle of Veuve Clicquot Yellow Label Champagne to be redeemed on-site at the bar and a meal from the guest's choice of food truck.

During Clicquot Carnaval, guests will enjoy live performances by samba dancers, batucada performances, capoeira dancers, Latin bands, stilt walkers and much more. The event also includes an interactive gaming area, a beauty station and flower boutique as well as music provided by DJ Gui Boratto.

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Also, Veuve Clicquot will provide event goers with a guest pass to visit the Perez Art Museum located within Museum Park.

To encourage responsible drinking, Veuve Clicquot is offering guests new to Uber a discount code. The code allows users to ride for free up to $20.

Tickets to the event can be purchased here.

In the past, Veuve Clicquot has paired its Champagnes with all sorts of events, including the Mexican holiday Dia de los Muertos (see story) and branded polo matches (see story). These events prove that Champagne is a fitting choice for unexpected holidays and happenings outside of the typical New Year's Eve or Valentine's Day libations.

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