

OUT OF HOME

## Krug asks, "What came first: Champagne or the egg?" for culinary series

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*Krug x Roma*

By STAFF REPORTS

Champagne house Krug is whisking up a tasting experience using eggs as the primary ingredient.

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Krug has developed a number of pop-up eateries and chef's dinners that pair a particular ingredient, such as potatoes or crab, with its Champagnes. From now until May 20, consumers visiting Rome will have an opportunity to attend a series of tasting events held at a collection of the Italian capital's best dining institutions.

### Eggcellent

The Krug x Roma experience launched April 20 and comprises a series of tasting events, aperitifs and dinners held throughout Rome's most exclusive restaurants, wine bars and lounges.

Across Rome, special menus have been prepared by Krug ambassador chefs, pairing the LVMH-owned house's Champagnes with eggs. The Krug & Egg menus celebrate the bold versatility of the unexpected pairing, similar to how Krug & Potato used potatoes as the tasting catalyst.



*Promotional image for Krug & Egg in Rome*

For Krug & Potato, Krug recruited 15 world-renowned chefs to pair its Grande Cuve Champagne with potatoes in creative and innovative ways. Each of the head chefs worked to create an inspired and creative dish that transformed the "humble" potato into a sophisticated plate ([see story](#)).

In the same vein of culinary creativity, the participating chefs are tasked with taking "an essential ingredient found in kitchens across the world" and elevating it to a complex state to pair with Champagne.

Krug & Egg includes a series of tasting events at restaurants across Rome, such as the May 12 tasting and music experience at Enoteca Trimani and the May 19 experience dinner held at Ristorante Assunta Madre.

On its Web site, Krug includes participating restaurants outside its events schedule as well as an egg-themed digital cookbook sharing dishes created by participating chefs.

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