

FOOD AND BEVERAGE

Krug family home reopened to celebrate Champagne savoir-faire

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Krug has reopened its family home after two years. Image credit: LVMH

By STAFF REPORTS

LVMH-owned Champagne brand Krug has reopened the doors to its historic family home after a two-year restoration of the building.

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The Krug family home at 5 rue Coquebert in Reims, France has been transformed after extensive restorations. The Champagne brand will now welcome Krug lovers to the family's home as a unique reception venue.

At home with Krug

Krug worked with architect and interior designer Stephanie Ledoux to transform the three Krug family homes into one single house.

Doing so protects the brand's heritage as well as instills fresh life into the space. Krug plans to use the updated home to welcome Champagne enthusiasts to its brand.



Krug's reception room. Image credit: LVMH

Krug's family home now includes reception rooms and a garden. Both areas will be used by Krug to entertain guests

through tastings, and food and music pairing experiences.

A highlight of the Krug home will be the brand's new tasting room, which has been designed to create a memorable tasting and sound experience. Pairing Champagne with music and sounds is often explored by Krug to heighten the drinking experience ([see story](#)).

The tasting room features a wall of 400 wines. The wall is decorated with 400 bottles to represent Krug's 150 reserve wines and 250 wines of the year, each the expression of a single plot of vines.



Garden area at the Krug family home. Image credit: LVMH

Krug's tasting room is described as a "vibrant tribute to the savoir-faire of the maison, enriched and perpetuated since 1843 by six generations of the Krug family."

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