

FOOD AND BEVERAGE

Krug goes forest to fork for latest culinary venture

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Krug Single Ingredient has worked with potatoes, eggs and mushrooms. Image credit: Krug

By STAFF REPORTS

LVMH-owned Champagne house Krug is elevating a single ingredient with the help of numerous Michelin-starred chefs.

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Part of Krug's "Single Ingredient" campaign, the Champagne house has authored a cookbook highlighting recipes that make the "ordinary mushroom absolutely extraordinary." With more than 38,000 known species of mushrooms, the edible fungi are humble in nature, but have been a source of culinary inspiration for centuries.

Strange "fruit"

Krug's Single Ingredient campaign works to explore the "passion, creativity and delight that a single ingredient can inspire." The campaign is a culinary exploration of its savoir-faire, which is also based on a single, elevated ingredient.

For "From Forest to Fork," Krug invited 18 Michelin-starred and up-and-coming chefs to participate in contributing recipes using mushrooms as the central ingredient.

Krug's culinary ambassadors, from three continents, each designed a unique mushroom dish that would pair well with a flute of the Champagne maker's Grande Cuve.

The LVMH-owned house often hosts exclusive tasting efforts built around a similar concept, but compiling a cookbook allows fans of Krug Champagne to experience its savoir-faire in an interactive and experiential way at home.



Krug collaborated with 18 international chefs for From Forest to Fork. Image credit: Krug

From Forest to Fork cookbook will be exclusive to Majestic, a fine-wine seller chain in the United Kingdom. Depending on the Krug Champagne purchased alongside the cookbook, the suggested retail price ranges from 150 to 265 pounds, or \$197 to \$348 at current exchange rates.

Krug's Single Ingredient has also focused on the "humble potato" in 2015 and the "simple egg" in 2016.

The potato-based Single Ingredient campaign saw Krug recruit 15 world-renowned chefs for a sophisticated potato cook-off that paired its Grande Cuve Champagne spuds in a creative and innovative way. Dishes were served to patrons of the participating chefs' restaurants ([see story](#)).

Krug's egg-focused effort in 2016 saw the Champagne brand host a tasting experience in Rome.

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 ([see story](#)).

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