

FOOD AND BEVERAGE

Shangri-La pops corks with Krug in Paris

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Krug is hosting an open-air bar at Shangri-La Hotel, Paris. Image credit: Shangri-La Hotel, Paris

By STAFF REPORTS

Shangri-La Hotel, Paris is teaming up with LVMH-owned Champagne house Krug on an open-air bar experience.

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For the second year in a row, the terrace of room 401 will be turned into an entertaining space where guests can come for drinks and dining with views of the city this summer. Hotels and brands often team up on exclusive experiences, seeking to offer clients and guests memories that cannot be made elsewhere.

Sips and sights

"Bar ciel ouvert by Krug," or "Open-air bar by Krug" is set in a 323-square-foot terrace with beachfront views of Paris. From the pop-up establishment, consumers can see landmarks such as the Eiffel Tower and the Seine.

For the room's new purpose, it has been redecorated.



Shangri-La Hotel, Paris offers views of many Parisian landmarks. Image credit: Shangri-La Hotel, Paris

In the bar, Krug Grande Cuve Champagnes will be paired with bites from two Michelin-starred chef Christophe Moret.

Krug frequently hosts branded experiences for its fans. For example, the Champagne brand headed into the British wilderness for an evening of craftsmanship and experience on The Grange in Hampshire.

For last year's Krug Festival, dubbed "Into the Wild," the Champagne maker linked with Argentine "culinary sybarite" Francis Mallmann and music discovery platform Mahogany.Sessions. The Saturday, July 29 event invited 300 discerning guests to the British back country to experience "a rough luxury style of cooking" ([see story](#)).

Location is a key factor in luxury spirits events, and hotels can often offer priority spots.

Lebua Hotels & Resorts is welcoming whisky aficionados to one of its Thailand properties to enjoy a libation 64 stories above the streets of Bangkok.

Guests at the Tower Club at lebua can now enjoy a highball or two 800 feet in the air at the world's highest outdoor whisky bar, Alfresco 64 A Chivas Bar. As a brand rooted in curated experiences, the creation of Alfresco 64 further reinforces lebua as a food and beverage visionary within the Bangkok dining scene and the hospitality sector at large ([see story](#)).

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