

FOOD AND BEVERAGE

Dom Prignon, The Surrey create hidden rose garden in urban jungle

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Dom Prignon's Rose Garden at The Surrey. Image credit: @elvainadine

By STAFF REPORTS

LVMH-owned Champagne house Dom Prignon is working with New York luxury hotel The Surrey in revamping its rooftop bar for the summer.

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In an effort to create special moments with consumers, Dom Prignon is celebrating the summer and its Ros Vintage 2006 release by creating a rose garden atop the luxury hotel. Guests can enjoy special pairings with Dom Prignon's Ros amongst a multitude of flowerbeds that line a faux lawn.

Hospitality and Champagne

The flowerbeds at The Surrey's rooftop rose garden were picked specially for their fragrances and include a mix of shades of white and green against vibrant foxgloves and pink blossoms. The rooftop also includes a black trellis with twisting vines of ivy and sumptuous, deep burgundy roses, meant to represent the colors of Dom Prignon's Pinot Noir in the vintage ros.

A carved version of the Dom Prignon Ros Vintage 2006 acts as the centerpiece of the rooftop garden.

Guests at The Surrey rooftop will have access to the special menu that includes foie gras terrine with pickled celery and rhubarb, a fresh Hamachi tartare featuring "tonnato verde" sauce with radishes, shrimp toast and a Chinese dim sum staple. In addition, a variety of Mot Hennessy cocktails are available for those who prefer spirits.

Expanding on the pop-up concept, the two brands have created one-of-a-kind experiences to really make a lasting impression on guests.

[View this post on Instagram](#)

#rooftop #views from the @surreyhotelnyc #privatelynewyork #garden by @samueferrati

A post shared by The Surrey Hotel (@surreyhotelnyc) on Jul 11, 2019 at 6:09am PDT

Instagram post from The Surrey Hotel

The #PrivatelyRos package will reserve a special table on the private rooftop for those who book the package, where they will receive a bottle of the new ros along with a special pairing menu.

For those who are interested in a more interactive experience, Dom Prignon Guide Tasting will allow guests to try the full inventory of the brand's new offerings guided by a brand ambassador along with a pairing menu by chef Daniel Boulud.

In another creative push, Dom Prignon gave artistic freedom to its new celebrity creative director in a campaign that spanned a multitude of channels inspired by one party.

Musician Lenny Kravitz was named as the creative director of the Champagne house and is acting as both creator and ambassador. After months of teasing its collaboration, Dom Prignon and Mr. Kravitz released a campaign in October that stemmed from an event featuring a variety of unique and well-known personalities connecting while sipping the brand's Champagne ([see story](#)).

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