

FOOD AND BEVERAGE

Mot & Chandon, seeking to demystify Champagne, debuts video cooking series on Instagram

May 20, 2020



Parisian chef Yannick Alleno of Pavillon Ledoyen stars in the Mot & Chandon Instagram series. Image credit: Mot & Chandon

By DIANNA DILWORTH

LVMH Champagne brand Mot & Chandon has debuted a new Instagram series called "The Perfect Match," featuring an expert chef and a wine specialist to inspire consumers to cook something new at home.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The video brings housebound consumers into the home and private kitchen of influencers Parisian chef Yannick Alleno, chef of Pavillon Ledoyen, one of the oldest restaurants in Paris, and Benot Gouez, cellar master at Mot & Chandon.

"Mot is aiming at demystifying the idea of drinking Champagne," said Thoma Serdari, director of fashion and luxury at **Brand(x)Lux**, New York and professor of marketing at the Leonard N. Stern School of Business, NYU. "Usually, Champagne is associated with celebratory moments or events outside the home.

"By bringing French chefs in for these short and easy to follow Instagram segments, Mot makes itself available for much simpler occasions such as dining at home," she said.

"Concurrently, the straightforwardness of the recipes featured and the simplicity of the raw ingredients bring up the idea that Mot can be the one dinner element that remains complex. The good thing is that Mot is complex by itself and not because it requires any additional effort by professional or amateur chefs."

[View this post on Instagram](#)

Benot Gouez and @yannickalleno are happy to welcome you in their home and kitchen. Discover how to prepare a canap to perfectly match with a glass of Mot Imprial. Cheers! Head up to our Story to read the entire recipe. #MoetChandon #ThePerfectMatch . This material is not intended to be viewed by persons under the legal alcohol drinking age or in countries with restrictions on advertising on alcoholic beverages. ENJOY MOT RESPONSIBLY.

The first installment of Moet & Chandon's Instagram series.

The Perfect Match

In the video, Mr. Gouez challenges Mr. Alleno to create a sophisticated canap to perfectly match with a glass of Mot Imprial.

Mr. Gouez and Mr. Alleno kick off the cooking session by opening a bottle of Mot Imprial and pouring themselves a glass. The video jumps between edits of each man opening, pouring, swirling and smelling a glass of the Champagne with closeups on the bubbles in the glass.

The marketing adapts an autonomous sensory meridian response (ASMR) marketing technique, which focuses on the sensory experience of the product to help sell it. The video includes several long shots of the bubbles in the Champagne glass while the men in the video describe the beverage.

Mr. Gouez describes the beverage "a lot of citrus fruits, very bright" and says it is "quite delicate," as he encourages the chef to work on a well-balanced, complementary dish.

Mr. Alleno prepares an olive, garlic and anchovy tapenade and brioche croutons and puts them both on top of shrimp.

In the second episode, Mr. Gouez challenges Mr. Alleno to prepare an aperitif to complement a bottle of Ros Imperial. In the video, the same three-Michelin star French chef prepares a summer salad to complement the light rose.

"They are targeting people who are stuck at home because of the lockdown, but also people who are new to the experience of having Champagne with dinner," Ms. Serdari said.

"In other words, they are targeting both their existing clients, those who love drinking Mot but have usually consumed

it on special occasions, and new, younger clients, who are perhaps becoming acquainted with the idea of drinking Champagne casually through this innovative type of content.

"Champagne as casual is actually a pretty new idea. Champagne houses are deliberately trying to change the positioning of their product as something that can be enjoyed with home dinners and even at lunch. It can still be something special, a very sensory experience, but at the same time the drink itself is so well structured that it becomes the perfect supplement to any type of dinner or snack."



Federico Zolofra, pizza chef at Bulgari Resort Dubai, stars in a cooking class during the shutdown. Image courtesy of Bulgari

Instagram relief

The video series picks up on the trend of brands turning their social media channels into content hubs where consumers can turn to relax and turn off the bad news of the day.

Other luxury brands have been taking this approach since the COVID-19 coronavirus pandemic hit Europe and the United States.

Bulgari Hotels & Resorts, for instance, is also running a recipe to give consumers a taste of the travel experience from its own living rooms.

The Marriott-run hotel chain is running a digital video series to connect its global workforce with consumers stuck at home during coronavirus lockdowns. The video collection stars real-life employees from real Bulgari hotels around the world, demonstrating their services so that fans can take part at home.

With bars and restaurants closed and tourism decimated, Champagne sales are hurting.

Union des Maisons de Champagne (UMC) has reported that Champagne sales are down 75 percent year-over-year since the beginning of the crisis.

By creating content that encourages consumers to create restaurant-like experiences in home kitchens, Mot & Chandon has an opportunity to encourage sales during the crisis.

While restaurants are slowly beginning to open up, it will probably be a long time before customer volume returns to the pre-pandemic levels.

Mot & Chandon's video series seems to be encouraging a new kind of consumption, enjoying Champagne and hors d'oeuvre at home.

"Mot is aiming to democratize the experience of enjoying a glass of Champagne," Ms. Serdari said. "But it could

have been any other brand that is working on a repositioning, especially one that is targeting a younger audience.

"It seems that many people found a new interest in appreciating their own home, something that had completely been out of mind when it came to entertainment options," she said.

"We cannot assume that we know how COVID-19 will play out for the rest of the year. And while markets are slowly reopening, dining experiences are going to be very different by design, i.e. new regulations that restaurants must follow. Therefore, it is wise to continue supporting brands' new positioning as the one element that can bring the sophistication of a Michelin-star restaurant right at home."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.