

FOOD AND BEVERAGE

## Krug promotes everyday Champagne drinking in Instagram Live cooking series

August 27, 2020



*Chef Angus McIntosh prepares potato salad in Krug's Instagram Live event. Image courtesy of Krug Champagne*

By DIANNA DILWORTH

LVMH's Krug is hosting livestreaming events as a way to connect with its audience through social media and promote home cooking and Champagne pairing with every day occasions.

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For the latest World of Craft program, Krug chef ambassador Angus McIntosh, executive chef at The Farm at Brush Creek, prepared potato salad and paired it with Krug Champagne on Instagram Live.

"Krug's strategy behind The World of Craft Instagram cooking demos is designed to integrate the concept of evolving the sumptuousness of Champagne beyond traditional celebratory moments into creating your own vibrant everyday contexts," said Rebecca Miller, founder/principal of [Miller&company](#), New York.

"They are using this medium to collaborate with interdisciplinary global talent using simple ingredients that engage audiences to visually observe the pleasure and reward of paring talent with ingredients and Krug with their recipes in an understated elegant manner that authentically speaks to the brand's DNA," she said.

"In so doing, they are exposing Champagne to a broader audience by presenting a variety of possibilities of enjoyment that are rooted in the art and science of cooking."



Krug Champagne is promoting pairing with simple dishes like potato salad. Image courtesy of Krug Champagne

#### Livestreaming cooking shows

Brands have been increasing their social media content and livestreaming events as a means to reach consumers during lockdown. Even as cities around the world have reopened, many consumers are still spending more time online and brands have not stopped their digital acceleration.

For Krug Champagne, the closure of restaurants and bars is likely hurting sales, so instead the brand is looking to position the beverage as a product to be enjoyed at home during summer gatherings or simply while cooking with one's family.

Livestreaming brings products that normally sit on the shelf to life and offers consumers fresh ideas on what to cook and how to enjoy meals.

"During this undetermined period of few to no live events, Krug has opted to livestream their products and new possibilities of practice bringing a parallel, yet new, experience into the home," Ms. Miller said.

"They are inviting their audiences to open their homes to them so they may share a respectful, safe and personal experience one-on-one," she said. "This allows their audiences to interact with their brand in an intimate environment at their choosing."

The campaign follows a similar effort by LVMH Champagne brand Mot & Chandon who ran an Instagram series called "The Perfect Match," featuring an expert chef and a wine specialist to inspire consumers to cook something new at home ([see story](#)).

"Livestreaming is a means that builds communities that otherwise may be disparate or unattainable," Ms. Miller said. "It is a social experience that is designed to connect people to people, products and services to audiences and one culture to another breaking down previous barriers. It provides 360 degrees proximity to the world of champagne, chefs, sommeliers, winemakers, opinion leaders, and consumers."

"Brands must create a meaningful dialogue and dispense with the typical monologue that does not serve to build relationships," she said.



*Summer potato salad fit for champagne. Image courtesy of Krug Champagne*

#### Beverage brand marketing

Krug's campaign is aimed at a large audience, particularly anyone interested in cooking that goes on Instagram.

"Krug is targeting a wide group of audiences their existing clients, those interested in cooking, food and Champagne pairing, those who intend to expand their knowledge about Champagne and those who enjoy learning about other cultures through food, in short foodies," Ms. Miller said.

"In today's environment, inclusivity is preferred as a beverage brand desires to retain their client base while pursuing a broader reach and application of their products," she said.

"Krug is encouraging a responsible relationship between alcohol and food. This speaks to the values of the brand and their understanding of their client's values."

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