

FOOD AND BEVERAGE

Veuve Clicquot spotlights global chefs in culinary series

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Veuve Clicquot introduces consumers to the world of culinary arts. Image credit: Veuve Clicquot

By NORA HOWE

LVMH-owned Champagne maker Veuve Clicquot is toasting to the art of cooking and the joy of wine and food pairing through a film series dedicated to chefs around the world.

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The "New Makers Collective" campaign spotlights chefs monthly and aims to inspire people to dream bigger and lead more exciting lives. The series, which launched in May, follows various chefs who have set out to shape the future through authenticity and creativity, including recipes they have created specifically to pair with Veuve Clicquot Brut Yellow Label.

New Makers

The latest film features Danish DJ-turned-chef/restaurateur Frederik Bille Brahe, who lived a bohemian lifestyle growing up in Copenhagen, and turned entirely to music through early adulthood.

Today, Mr. Brahe is a renowned chef with five restaurants in two countries.

"I do what I do because I love to make food and I love to be around people," he says in the three-minute vignette.

The former DJ compares the energy of a restaurant to the energy of an audience, considering both to exude a similar sense of euphoria.

"The room is bubbling, people are happy and smiling," he says.

As a chef, Mr. Brahe never set out to be the best, but rather establish delicious everyday dining

Despite the disastrous effect the COVID-19 pandemic had on bricks-and-mortar businesses, Mr. Brahe opened a new bakery in Berlin, claiming it to be a gift to the neighborhood.

"A bakery is [an] affordable luxury," he says.

To accentuate the freshness of the Champagne and expose exciting flavor combinations, Mr. Brahe put together summer tomatoes with tahini cream, strawberries and chili oil.

"Veuve Clicquot is a pretty rich Champagne, but with high minerality and acidity," he says as he opens a bottle while preparing his dish. "It works with this dish [because] you have the fruitiness of the strawberries, tasty Italian tomatoes, the fattiness and nutty flavors from the tahini and the fresh flavor from the herbs.

"It's like a rave in your mouth."

The recipe is available on the Veuve Clicquot [website](#).

The New Makers Collective is a global community of chefs and free spirits who are actively putting a fresh spin on champagne, and specifically Veuve Clicquot.

Other chefs included as part of the Collective are Jean Imbert, Mory Sacko, Sabrina Goldin and Stephane Abby, Elena and Ana Arce, Victoria Effantin and Ccile Khayat, Hlose Brion, Stefano Cavada, Irne Berni, Alanna Sapwell, Eyal Shani, Anna Jones, Mike Sonier, Roze Traore, Skye McAlpine, Charles Compagnon, Issy Crocker, Kan Morieda and Manato Ueno.

Eyal Shani and Mory Sacko created a beef and fatty tuna in dashi dish to be paired with Veuve Clicquot Brut Rose.



Mini focaccia and apricot crostata, paired with Veuve Clicquot Yellow Label Brut. Image credit: Veuve Clicquot

Stefano Cavada and Elena Arce came up with mini focaccia galore and apricot crostata to be paired with the brand's Yellow Label Brut.

Different recipes from these chefs and their complementary Veuve Clicquot Champagnes are available on the website as a way to engage Champagne lovers in a creative and immersive way.

Keeping spirits high

Over the last 18 months, brands have been challenged with finding new and innovative ways of connecting with consumers as health and safety restrictions made in-person engagement nearly impossible.

In a sector that especially celebrates socialization and being together, the wine and spirits industry has been implementing creative ways to keep consumers happy.

For Father's Day this year, Scottish whisky maker The Macallan launched a special culinary experience.

The brand partnered with online spirits retailer ReserveBar and The James Beard Foundation to offer clients the chance to win an exclusive, virtual experience hosted by a world-class chef. Consumers joining "Cask To Kitchen: The Macallan Culinary Master Class" learned how to create elevated food and whisky pairings at home ([see story](#)).

For those who celebrated the Golden Globes in February, LVMH-owned Champagne brand Mot & Chandon collaborated with cocktail recipe delivery service Cocktail Courier to offer consumers a special kit to enjoy cocktails at home while watching the award show.

The brand commemorated its 30 years as the official Champagne of the Golden Globes with this limited-edition cocktail kit. The kit included a bottle of Mot & Chandon Imperial Brut, glassware and fresh ingredients ([see story](#)).

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