

FOOD AND BEVERAGE

Veve Clicquot celebrates 250 years by boarding Orient Express

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Veve Clicquot is inviting consumers from June 5-7 to board, the program beginning with a trip to the Veve Clicquot wine cellars in Reims and ending with at Cipriani. Image courtesy of Veve Clicquot

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne maker Veve Clicquot is commemorating a special anniversary aboard the most famous train in the world.

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As the Champagne maker celebrates 250 years, Veve Clicquot will be hosting an immersive travel experience this summer aboard the Venice Simplon-Orient-Express, a Belmond train. Tickets for the event go on sale Feb. 7.

All aboard

The Venice Simplon-Orient-Express consists of 11 sleeping cars, 3 restaurant cars, 1 bar car and 2 staff cars. In toasting to its 250th anniversary, consumers will have an opportunity to celebrate the iconic champagne house and its brand heritage while aboard the stunning train.

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Travelers can choose from the twin cabin accommodation or cabin suite. Image courtesy of Veve Clicquot

During this trip, the journey in between could be as enjoyable as the destination, as guests will be offered Veuve Clicquot and food pairings, live music and additional entertainment, sunrise views of the Alpines and more.

There are disparate stay options, as the full experience with twin cabins accommodation includes an experience in Reims and a night at Cipriani, beginning at 12,400 pounds or \$17,042.62 at current exchange. The full experience with cabin suite accommodation offers the same itinerary starting at 21,000 pounds or \$28,862.50 at current exchange.

Veuve Clicquot continues to prove it is not simply providing Champagne, but also inspiring meaningful and entertaining experiences.

Last September, the house toasted to the art of cooking and the joy of wine and food pairing through a film series dedicated to chefs around the world.

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 ([see story](#)).

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