

FOOD AND BEVERAGE

## Krug opens sensory studio for ultimate musical Champagne pairing experience

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*Krug has designed a private dining room to look like a music studio, residing in the kitchens of the restaurant Voyage. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

LVMH's Champagne house Krug has introduced an exclusive new space for exciting culinary experiences at the Voyage Samaritaine restaurant.

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Consumers are invited to enjoy thoughtful pairings of music, food and Krug Champagne for the ultimate sensory melding experience. Krug has designed a private dining room to look like a music studio, residing in the kitchens of the restaurant Voyage.

"My family has been defying conventions for centuries, which is why this non-conformist spirit lives on in everything we do today," said Olivier Krug, director of Krug, in a statement.

### Studio Krug

The experiential space, which can seat up to seven guests at a time, begins with a close-knit musical tasting and exploration into the Krug champagnes selected for the event. Each vessel of wine is paired with disparate melodies, complemented by acoustics created by Devialet, a French audio technology company.

Following the initial tasting, guests can enjoy a lunch or dinner in a room overlooking the kitchens of acclaimed chefs who have crafted a menu full of immersive dishes that pair perfectly with Krug Champagnes.



*The goal of the experiential space is to ponder and understand how smell and taste interact, with each Champagne serving as an allegory. Image credit: LVMH*

Julie Cavil, cellar master at Krug, worked with IRCAM, the French Institute for Acoustic and Musical Research, to pair Champagnes with melodies and the tasting menu.

The goal of the experiential space is to ponder and understand how smell and taste interact, with each Champagne serving as an allegory.

Krug recently gained a new president, as LVMH appointed Manuel Reman as president of the Champagne house which became effective April 1, 2022 ([see story](#)).

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