

FOOD AND BEVERAGE

## Krug raises a glass to rice with new cookbook

April 29, 2022



*Rice is the latest culinary staple featured in the Krug x Single Ingredient campaign. Image credit: Krug*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Krug is celebrating a versatile and unexpected ingredient with its new collective cookbook.

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

For the seventh anniversary of the Krug x Single Ingredient project, the house tapped its international network of ambassador chefs to contribute recipes to a collaborative cookbook. The result is *Rice Here, Right Now*, a cookbook dedicated to rice recipes from chefs such as Anne-Sophie Pic, Hlne Darroze, Hiroyuki Kanda, Michael Cimarusti and Uwe Opocensky.

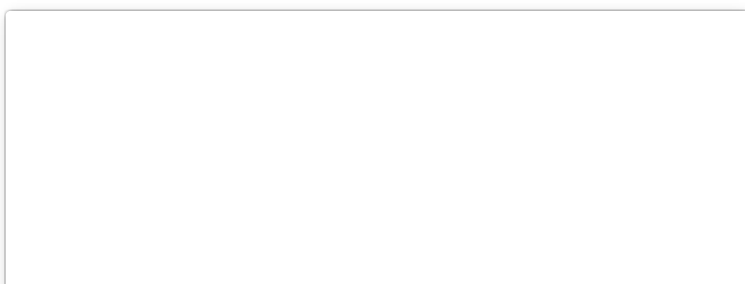
"I work daily alongside creators winemakers, winegrowers, chefs and even musicians and I am constantly amazed not only by their skill but also by how similar we are," said Julie Cavil, chef de cave at [Champagne Krug](#), in a statement.

"Just as I do with Champagne, chefs bring their creations to life by combining surprising ingredients," she said. "Champagne or rice, blend or recipe, all command diversity of taste, culture and inspiration."

Power of rice

More than 25 nationalities and 75 Michelin stars are represented in the new cookbook.

Krug also tasked its ambassade chefs with seven Krug x Rice cooking challenges, encouraging them to create unexpected pairings for the 170th edition of Krug Grande Cuve and the 26th edition of Krug Ros.



[View this post on Instagram](#)

A post shared by Krug Champagne (@krugchampagne)

*Krug is exploring the complexities of rice*

The themes include finger food, sharable dishes, Ros pairings, vegetarian meals, street food, music-inspired dishes and sweet recipes. Chefs took inspiration from their native or adopted cultures, personal experiences, preferences and ambitions.

Launched in 2015 as a tribute to individuality, Krug's Single Ingredient campaign works to explore the "passion, creativity and delight that a single ingredient can inspire." It is a culinary exploration of its savoir-faire, which is also based on a single, elevated ingredient ([see story](#)).

*Rice Here, Right Now* will be available at Krug ambassades in May.

---

© 2022 Napean LLC. All rights reserved.

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