

FOOD AND BEVERAGE

Krug blends Champagne, music through interactive experiences

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Music plays a critical role in Krug's development of Champagne, as sound and taste are inherently connected. Image credit: Krug

By NORA HOWE

LVMH-owned Champagne house Krug is tapping the power of sound in a new immersive in-person and at-home project taking audiences on a musical journey.

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The brand invites Champagne and music lovers alike to partake on a voyage into the creation of the Krug Grande Cuvee 170eme Edition through an immersive "soundsorial" experience at Krug Studios around the world or from the comfort of their homes. Curated by award-winning composer Ozark Henry, the Krug Studio experience takes a deep dive into the development of the Champagne through tastings, pairings and music education.

Sound of Krug

From now until June 26, Krug invites Los Angeles locals to visit the Krug Studio at Platform Park in Culver City where they may indulge in unique pairings for purchase by Chef Jordan Kahn in a relaxing outdoor environment.

This immersive "soundsorial" journey intends to open new sensations to taste and sound, unveiling unseen sides of the Grande Cuvee 170eme Edition. Each live experience will last approximately 15 minutes.

In addition to the pairings provided by Chef Kahn, additional glasses and bottles will be available for purchase following each experience.



Guests may participate in short music performances and experiences while enjoying carefully selected food and Champagne pairings. Image credit: Krug

Krug also launched pop-up studios in Tokyo, Berlin and Milan, where guests could partake in the musical experiences. While the Milan pop-up closed on June 14, the Tokyo and Berlin pop-ups will be open until June 25 and July 9, respectively.

To reserve a spot, visitors must purchase a ticket at [Krug.com](https://www.krug.com) for 45 euros, or \$47.40 at current exchange rates. The LA experience is currently sold out, but guests may join the waitlist.

For those that are unable to visit in person, Krug has launched a virtual Champagne music journey consumers may partake in from the comfort of their couch. The Krug Echoes Limited Edition offer provides exclusive access to an immersive Krug x Music experience in 8D audio technology.

Each Krug Echoes Limited Edition offering contains a bottle of Krug Cuvee 170eme Edition and a QR code to access the exclusive 8-minute-long Krug Studio experience at home.

The Krug Grande Cuve 170eme Edition was crafted from the 2014 harvest, a year in Champagne that teetered between hot dry spells and cool rainy periods, leading to wines with diverse aromas, according to the brand's winemakers.

Convergence of two art forms

For many years, Krug has suggested there is an intrinsic link between sound and taste perception, insinuating music's unique influence on Champagne development and enjoyment.

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Krug strengthens its appreciation for music through Champagne pairings

In this spirit, the brand introduced the Music Pairings initiative in 2014 ([see story](#)).

Each year, Krug invites selected musicians to an extended tasting of its Champagnes. Inspired by what they taste, the artists select or create a specially curated playlist to reflect what they felt and how they connected to Krug.

Following the project's success, in 2016, the brand embarked on a more physical musical activation: Krug Island.

Krug Island was a fusion of Michelin-starred food, Krug Champagne and original live music performances set on Osea Island, a small inhabited island in the estuary of the River Blackwater in Essex, Britain.

The brand partnered with musician Mick Jones of The Clash and Michelin-star chef Michael O'Hare to create Krug Island. Mr. Jones curated the musical performances and Mr. O'Hare the day's gastronomy ([see story](#)).

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