

TRAVEL AND HOSPITALITY

Belmond, Ruinart take legacy of Champagne to the sea

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Set to be a slow-paced sailing experience, the new Coquelicot boat is set to feature three spacious cabins. Image courtesy of Belmond

By LUXURY DAILY NEWS SERVICE

LVMH-owned hospitality group **Belmond** and Champagne house **Ruinart** are transforming the beloved beverage into an experience with a new boat.

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"Coquelicot, A Belmond Boat, Champagne" is inviting consumers to the seas in an immersive experience, taking them into the history and intricacies of the sparkling wine. The boat will offer expansive amenities and exclusive experiences.

Boarding bubbles

Set to be a slow-paced sailing experience, the new Coquelicot boat is set to feature three spacious cabins, a wide-ranging outdoor deck, an indoor salon with a Champagne bar and more.

Crafted by French designers Humbert & Poyet, the boat will have a top deck designed for socializing, complete with two seating lounges, a kitchen and shaded dining area.



A rendering of a seating area on the new Coquelicot boat. Image courtesy of Belmond

The boat's interior and exteriors are designed to capture the hues and feel of Champagne.

Belmond plans to work with travelers on customized itineraries depending on their various activations preferences, with the opportunity to choose from an art-focused tour of Champagne, a journey through castles, a visit to Europe's celebrated wine producers and more.

Guests will be invited to a private tasting lunch by Ruinart's chef in residence Valrie Radou, as well as guided tours of the Taissy vineyard to give consumers a glimpse into the brand's latest sustainability pushes.

The latest boat from Belmond is available for week-long private charters for 82,000 euros, or \$79,500 at current exchange. Affluents interested in booking a trip can visit [Belmond.com](https://belmond.com) or call +44 (0)20 7921 4000.

Champagne continues to serve as a beloved pillar of luxury.

In July, Ruinart announced its release of Dom Ruinart.

The Blanc de Blancs, produced entirely from white chardonnay grapes, matured in the house's rock cellars in Reims for more than a decade. The Champagne offers notes of iris, wet rock and spiciness ([see story](#)).

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