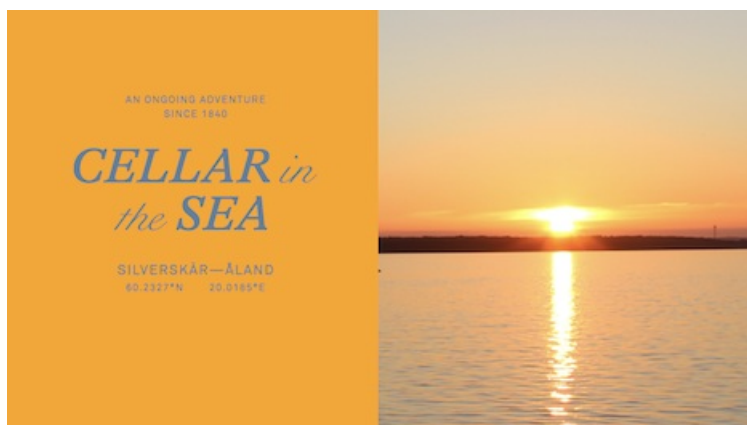


FOOD AND BEVERAGE

Veuve Clicquot sets sail on inaugural journey along the Baltic Sea

March 29, 2023



The journey takes guests to the land archipelago near the site where a shipwreck kicked off Veuve Clicquot's world-first aging experiment. Image credit: Veuve Clicquot

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne maker **Veuve Clicquot** is inviting visitors on a journey of discovery that reaches the depths of the ocean.

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In June, for the first time, the house is inviting a group of guests on a lifestyle experience inspired by the house's 40-year first-of-its-kind experiment, "Cellar in the Sea," which considers whether the natural conditions of the ocean might be the most ideal for aging wine.

Journeying from Champagne, France and the land Islands between Finland and Sweden, guests will enjoy memorable sites, luxury conditions and select house cuves.

Setting sail

Cellar in the Sea was set in motion in 2010 when a shipwreck was discovered near the land Islands.

The ship had been transporting Champagne bottles and of those, 47 were Veuve Clicquot. When brought to the surface, the bottles were found to be nearly perfectly preserved, owing to a combination of darkness, consistently low temperature and the pressure of submersion.



One set of Champagne bottles in the comparison experiment was lowered into the Baltic Sea inside of the "land Vault." Image credit: Veuve Clicquot

The house subsequently launched an ongoing experiment comparing the outcome when one set of wine bottles was lowered 131 feet below the Baltic Sea in an "land Vault," recreating the conditions of the shipwreck at its original site. The other bottle was placed in the Maison Clicquot cellars underground in Reims, France of the Champagne region.

Guests will make their three-day "solaire voyage" tour between these two points, enjoying tastings of some of the house's finest cuves, and paired gastronomical fare along the way.

One of these tastings will be hosted by Veuve Clicquot cellar master Didier Mariotti, who will guide an exploration of several of the house's rarest selections.

The journey, made largely aboard the schooner Albanus, will include a two-night stay on the secluded island of Silverskaer, where guests can partake in the Scandinavian tradition of Midsommar. They will also have the chance to meet the diver and treasure hunter who discovered the shipwreck that started "Cellar of the Sea."

Those with enough diving experience among the group will be invited to join him underwater to see the land Vault up close.

The trip takes place June 22-25 and places are limited to two double rooms. More information is available [here](#).

Many of the spirits houses in the LVMH portfolio have been pairing their best selections and new releases with immersive experiences of late.

In August, LVMH-owned Champagne house Dom Prignon invited guests aboard a 1988 San Lorenzo superyacht for an inaugural cruise experience around Sag Harbor and Montauk, New York. Each four-hour tour included sushi prepared by Michelin three-star chef Masa Takayama and a curated setlist played by an onboard DJ ([see story](#)).

Back on land, Paris to be exact, LVMH's latest edition, Cuban rum Eminente, is currently hosting a pop-up in the style of Cuba's "paladares," which are bars that formed as extensions of family homes. A rotating roster of mixologists create unique cocktails around the rum's flavors that range from pear and cocoa to almond and coffee ([see story](#)).