

FOOD AND BEVERAGE

## Krug brings culinary expertise to Brazil

July 5, 2023



*The annual initiative tasks 12 chefs with pairing lemon-based dishes and the brand's bubbly. Image credit: Krug*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house **Krug** is delivering its latest update by embodying the spirit of a singular citrus fruit.

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Tasked with creating a lemon-based dish that pairs well with the brand's bubbly, a select group of culinary stars embarks on an international adventure for the most recent iteration of the annual "Krug x Single Ingredients" execution. This year, the global talents join Cellar Master Julie Cavil in Brazil the challenge is depicted in a new round of content.

### Krug x Lemon

Amid a country that produces over 200 varieties of the ingredient central to the event, the respective cuisines of 12 "Ambassade" chefs rest on two of the brand's top products.

For the project, talents could choose between the Krug Grande Cuve 117me dition and Krug Ros 27me dition, as is the case each year.

Representing the company on the three-day excursion, Jacob de Neergaard, Stefan Fth, Pierre Chomet, Paolo Lavezzini, Vicky Cheng, Kenta Kayama, Kihak Lim, Kenjiro Hashida, Nina Compton, Rafa Zafra, Justin Cogley and Theo Clench are seen concocting expert combinations of flavors and aromas in a new clip.

Find out more about our Single Ingredient Trip in Brazil here: <https://t.co/FupydGzaiR>  
<https://t.co/cPaCa9oCUn>

Krug Champagne (@Krug) [July 5, 2023](#)

In 2022, "Krug x Rice" marked its debut and the year before, "Krug x Onion" defined the instance, showcasing the evolution of the yearly exercise that began in 2014. Fully online, a corresponding content series supports the campaign in 2023.

Displaying five total food prompts, categories include "Lemon Drop," which focuses on finger foods with a twist, as

well as "In a Squeeze," a list of recipes limited to five minutes or less, and "Zero Waste," which calls for the use of the entire lemon, asking that the viewing audience throw nothing away when taking their turn to cook.

[View this post on Instagram](#)

A post shared by Krug Champagne (@krugchampagne)

Also leaning into the essence of lemon, the publication is widening the scope of its journey by lifting *The Zest is Yet to Come*, a book of celebratory recipes sourced from a global base of 112 ambassadors residing across 25 countries ([see story](#)).

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