

FOOD AND BEVERAGE

## Krug renovates historic lodge in France's famed wine region

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*Taking refuge in the village of Trpail, France, the new venue pays tribute to winemaking history. Image credit: Krug*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Krug's latest endeavor hones in on heritage.

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In an effort to preserve French culture and history in France's Champagne region, the beverage maker has renovated a lodge that once housed workers during grape harvests. Transformed into a tasting venue, the project honors the past while creating a site that will live into the future under the watchful eye of the maison.

"We have a responsibility to preserve our heritage, both material and immaterial," said Manuel Reman, president and CEO of **Krug**, in a statement.

"Passing on know-how and heritage is a cornerstone of Krug's history and we celebrate our terroirs through this winemaking heritage," said Mr. Reman. "In giving a new life to this lodge we are at the same time celebrating the culture of winemaking."

"This unique place shines a light on our individual plot approach, and above all on the collective skills of our winemakers."

Preserving history

Taking refuge in the village of Trpail, France, the renovated venue pays tribute to winemaking traditions.

Lodges such as the one renovated often served as shelters for those who worked seasonally in the vineyards during vendanges, or grape harvests. The old structures dot the countryside landscape.



*The structure's interior has been transformed to fit a more modern aesthetic. Image credit: Krug*

"This renovated lodge in Trpail brings us a chance to offer a unique experience right in the heart of the vineyards, where everything begins," said Julie Cavil, cellar master at Krug, in a statement.

"This is where the creation of our assemblages starts," Ms. Cavil said. "This is where our wines are born, where we cultivate their distinctive qualities, complexities and diverse characteristics.

"The Lodge is thus the perfect place for wine tasting in a richly meaningful setting."

The latest project of architect Stphanie Ledoux, who previously updated the Krug family home, the transformation progresses an overarching effort to create consistency across the brand's Champagne-based properties. The new structure carries certification from environmental non-profit HQE-GBC Alliance, which supports green construction in France.

Driven by a similar interest in preserving culture, Italy's Prada Group reopened a historic shop in Tuscany last month ([see story](#)).

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