

FOOD AND BEVERAGE

## Krug embraces music with Tasting Sound' experiential pop-ups

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*Two new musical compositions inspired by Krug Champagnes center a series of forthcoming pop-up events. Image credit: Krug*

By LUXURY DAILY NEWS SERVICE

LVMH-owned Champagne house Krug is giving audiences a multisensory experience with its latest activation.

Enlisting the services of five multinational artists, the maison is translating its flavorful luxury libations into musical compositions for "Tasting Sound." Notes from new editions of the brand's bubbly are at the center of the touring activation, taking form in a series of experiential pop-up events hitting three cities across Asia and Europe over the next few months.

"Music is a universal language that speaks to us all," said Julie Cavil, cellar master at [Krug](#), in a statement.

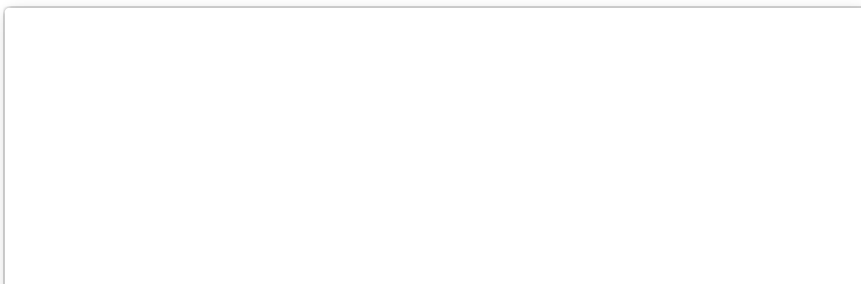
"You need not be an expert to be moved by a song, just as no prior knowledge is required to enjoy a glass of Krug Champagne."

### Krug x Music

Called "Krug Echoes," the house is pairing the taste of its trademark beverages with the engrossing nature of musical melodies, launched two new musical compositions as part of the effort.

The songs "Joseph's Theme: Dream Variation" and "Joseph's Theme: Freedom Variation" are specifically designed to be enjoyed alongside Krug Grande Cuve and Krug Ros, respectively.

Composed by Japanese violinist Emiri Miyamoto, Japanese singer Kazu Makino, British drummer Moses Boyd, American harpist Mary Lattimore and French composer Erwan Castex, the pieces will be played and served alongside beverages at Krug Studio pop-ups, slotting in as the centerpiece of "Tasting Sounds."



[View this post on Instagram](#)

A post shared by Krug Champagne (@krugchampagne)

Both songs will reach Tokyo first, spanning from Oct. 3 to Oct. 9. Later that month, from Oct. 18 to Oct. 24, Milan will play host to the experiential celebration.

In late November, the party will reach Hong Kong with the longest availability of the bunch, lasting from Nov. 20 to Dec. 3.

Reservations for the Tokyo and Milan events can be made on [Krug's website](#) now.

Multiple beverage brands have embraced the music industry and its sounds in recent months, French Cognac brand Rmy Martin among them, having recently sponsored a gala to honor the history of hip-hop ([see story](#)).

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