

FOOD AND BEVERAGE

Chandon reveals renovated Napa Valley winery

October 20, 2023



Beginning work on all wineries across its portfolio in 2024, this three-year project's completion kicks off the global initiative. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

LVMH-owned Chandon is strengthening connections between viniculture and hospitality, hosting adventures on the West Coast under a refurbished roof.

Closely linked, the two worlds meet as the luxury brand wraps renovations to one of six wineries around the globe this fall. The maker of sparkling spirits is reopening in Napa Valley following an extensive remodel, prioritizing multi-sensory engagements while kicking off a global redesign initiative that will soon reach all six of its cross-continent domains.

"We are thrilled to invite friends of the brand and newcomers to discover our epic story, groundbreaking winemaking, and warm hospitality, all within a reimagined space that truly embraces the natural beauty of our home," said Arnaud de Saignes, president of [Chandon](#), in a statement.

"We welcome everyone to explore custom-created sensory experiences that forge meaningful relationships with our guests."

Responsibly renovated

Doing away with the property's former brutalist architectural touches that recall a bygone era, a modernized Chandon Home opts to embrace elevated finishes that keep the environment close.



At Chandon Home in Napa Valley, cabanas and decks offer guests views of California. Image credit: LVMH/ARR

Based in Yountville, California, sustainability is central to the updated design concept.

Outside, grounds filled with “gardens and terraces feature lush and succulent native low-water plants among the 100-year-old oak trees” anchoring the premise, shares Chandon, in a statement. Both interior and exterior spaces embrace materials with natural finishes.

Cabanas and decks offer views of typographically distinct surroundings. An Epicurean Hub serves locally-grown, farm-to-table dishes for wine pairings. Speaking of, Chandon counts the fostering of community high on the list of site aims.



The winery's interior corners match outdoor spaces in embracing natural materials. Image credit: LVMH/ARR

Those with whom these attractions and values resonate are welcome to join Club Chandon, which the company calls “the first community of its kind created in Napa Valley in the 1970s.”

The program’s network of more than 10,000 receive shipments of exclusive wines at home each quarter, with limited editions or special-release tablewares slotting in from time to time.

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An Epicurean Hub serves locally-grown, farm-to-table dishes for wine pairings. Image credit: LVMH/ARR

With expansive domains, Chandon has staked its claim in the industry as the titleholder of the largest sparkling vineyard worldwide, with locations in Argentina, Australia, Brazil, China and India.

Watering roots in California since 1973, its West Coast corner has remained untouched since 1977, the luxury spirits brand is now switching gears to build out on-site experiences and aesthetics, providing best-in-class access to its guests.

At the corporate level, the move could seek to revive parent company LVMH’s performance in the sector.

Sales across the category are down in the U.S. as wines and spirits were shown to rank second from last amid the conglomerate’s Q3 revenues report ([see story](#)).