

FOOD AND BEVERAGE

Perrier-Jout grants cuves gourmet touch in seasonal pairing

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Ethereal imagery on the brand's social media channels captures the chef concocting wine-paired, sustainable bites. Image credit: Perrier-Jout

By EMILY IRIS DEGN

Champagne brand **Perrier-Jout's** collaboration with three-Michelin-starred chef Pierre Gagnaire allows its cuves to shine.

The French culinary figure brings his refined touch to a pairing done with Sverine Frerson, cellar master at the maison. Using locally sourced ingredients and Perrier-Jout Belle poque, gourmet recipes are now revealed that draw inspiration from nature.

"The best ingredients are those that evoke the season and the soil from which they sprang, those magical products cultivated with love for nature, the terroir and the climate," said Mr. Gagnaire, in a statement.

"I select the best vegetables for my dishes," he said. "Much like the Perrier-Jout grapes, these ingredients are cultivated with respect for tradition and the terroir."

Gastronomical proportions

The house is centering Mr. Gagnaire's food philosophy, which is that every dish should celebrate the beauty and flavors found in the natural world.



Flavors found in nature adorn the plates, showcasing how deeply tied Perrier-Jout's creations are to the land. Image credit: Perrier-Jout

Telling a tale of freshness, preservation and quality, the plates made for the pairing feature earthen treasures. Edible flowers add pops of color to pieces of native fish, their scales left on and gleaming in the sunlight.

The chef is shown crafting these edible artworks in videos on Perrier-Jout's social media channels and a dedicated [landing page](#) on the brand's website.

A wooden table stands in the middle of the lush, grassy lawn of a historic French property. Lemons, fennel, tomatoes, eggplant and other offerings from the land top Mr. Gagnaire's workstation donning the classic French chef's attire, his white apron and uniform offer a blank backdrop for the vibrant produce.

Bottles of Belle poque adorn the array of luscious ingredients, their glass glittering in the wild air.

Explore the harmony of iconic cuves paired with nature - inspired gourmet recipes. Embark on a culinary journey with three-starred Chef Pierre Gagnaire and Maison Perrier-Jout Cellar Master Sverine

Frerson. [#MaisonPerrierJout](#) [#PierreGagnaire](#) [#BelleEpoqueSociety](#) [#SavoirFaire](#) pic.twitter.com/VsopMJvZ7

Maison Perrier-Jout (@perrierjouet) [March 7, 2024](#)

The wine's light, floral notes are complemented by the gastronomical pairing. Though seafood is often matched with Champagne such as this, the emphasis placed on all things local and seasonal carves out a distinct platform for the effort.

Furthermore, tapping Mr. Gagnaire, a Michelin-recognized chef known for his focus on the land, only adds to the messaging in this regard.

"Nature dictates my cuisine and gives it meaning," Mr. Gagnaire said.

Having worked with the maison often ([see story](#)), this not only extends Perrier-Jout's sustainable storytelling tradition ([see story](#)) but continues a longstanding relationship.

Recipes are now available on the aforementioned landing page that allow clients to make their own versions of the fine dining creations at home.



The involvement of a world-famous, fine dining chef who specializes in local eats asserts the brand's green storytelling and status. Image credit: Perrier-Jout

Among the dishes are scallops bathed in clementine juice and Belle poque, topped with latticed squash. A plate of langoustines in vanilla with rhubarb fondue, Noirmoutier potatoes and the 2012 edition of the Champagne marries buttery and sugary elements to create a complex, savory bite.

Other succulent dishes and desserts, such as grapefruit souffl with lemon cake, are also listed, each complete with instructional videos and narratives from Mr. Gagnaire that bring the story of the wine-paired food to life.

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