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FINE DINING, WINES AND SPIRITS

Krug Champagne pairs with music in new Tasting Sound popup initiative

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Five Krug Lover artists were inspired to translate their tasting sensations into music with two new Krug Echoes: musical compositions that accompany a glass of Krug: Joseph's Theme: Dream Variation with Krug Grande Cuve 171me dition and Joseph's Theme: Freedom Variation with Krug Ros 27me dition. Image credit: ARR, Krug

By STAFF REPORTS

Extending LVMH's association with entertainment and popular culture, its Krug Champagne brand has debuted a new multisensory experience by bringing music to the spirits tasting process.

Krug has introduced Tasting Sound, a music-pairing experience that asks "Krug Lovers" to travel into the creation of new ditions of Krug Grande Cuve and Krug Ros. This marks the first collaborative Krug Echoes musical compositions.

"This unique experience fuses the pleasures of the palate with the magic of music, bringing a new dimension to enjoying Krug Champagne," the brand said in a statement.

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From October, Krug consumers can discover the *Tasting Sound* experience in Krug Studio popups around the world, as well as at home through limited-edition offers.

The Krug Studio expands the tasting experience by pairing Champagne with music, proposing a multisensory adventure for Krug drinkers.

Upcoming Krug Studio popups: Japan Oct. 3-9; Italy Oct. 18-24; and Hong Kong Nov. 20 to Dec. 3.

Consumers can book their experience now on [Krug.com](#)

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