

# Luxury Roundtable

WORLD'S LEADING NETWORK FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

Business at its best

Become a more authoritative, connected and informed luxury professional [join Luxury Roundtable now](#) and access your benefits

[Subscribe for free to Luxury Roundtable News for the latest luxury news, insights and invitations](#)

FINE DINING, WINES AND SPIRITS

## Krug Champagne pairs with music in new Tasting Sound popup initiative

September 27, 2023



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.

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.

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](#)

---

## MOST READ

1. [Headlines: Hermès, Louis Vuitton, De Beers, wealth tax and China](#)
2. [Headlines: Capri, Gucci, Dior, Kering, beauty battle, celeb marketing, watches](#)
3. [Special focus: Four Seasons Yachts expands storied hospitality brand to the seas](#)
4. [Singapore wealthy population grows with boom in family offices](#)
5. [Tech's integration is the luxury boutique's future: Bain, Comité Colbert](#)
6. [One overlooked element of executive safety: Data privacy](#)
7. [What does it take to be a CMO of the future?](#)
8. [How to own your market](#)
9. [Is your app ADA compliant?](#)
10. [Comfort is No. 1 aspirational luxury as younger consumers stress](#)

© 2023 Napean LLC. Luxury Roundtable is a subsidiary of Napean LLC. All rights reserved.