

KRUG

x

Onion



PRESS RELEASE

I gotta *peelin'*

*An incredible adventure
has been captured on video,
in photos and a book
available on*



Individuality is the art of understanding that every plot, as one wine, is in itself a single ingredient in Krug Champagnes. Year after year, the House honours its savoir-faire by inviting Krug Ambassade Chefs to interpret a single ingredient, crafting unexpected recipes to pair with a glass of Krug Grande Cuvée or Krug Rosé.

I Gotta *Peelin'* is the story of 11 Krug Ambassade Chefs from 9 different countries, Krug Cellar Master Julie Cavil and former Krug Cellar Master & Deputy Director of the House, Éric Lebel, who embark on an inspirational culinary journey together in Jaipur, the legendary Pink City, where they discover the roots of the onion and share an immersive food pairing experience in tribute to this year's single ingredient.



KRUG
x
Onion

A
VERSATILE
PAIRING

I

LAYERS OF ENCHANTMENT



From Tokyo to Chicago, Mumbai or London, these 11 highly talented Chefs joined likeminded Krug craftsmen Julie Cavil and Éric Lebel on a voyage to India's culinary backbone, unleashing their imagination and creating unique onion-inspired recipes to pair with a glass of Krug.

The oldest cultivated vegetable in history, the onion is believed to have originated on the Asian continent, which is what brings our Chefs to India today. Over a three-day immersion, they experience first-hand how the Rajasthani interact with the onion, discovering inspiring new recipes and farming techniques while building friendships along the way, both amongst each other and with those who welcome them.

After a journey of initiation into the many layers of the onion in this new and exotic place, united by a passion for their craft and a shared appreciation for Krug, a comradery took hold between them.

II

NEW CITY, FAMILIAR INGREDIENT



Cultivating the differences at Krug means that, every year, Cellar Master Julie Cavil draws on around 400 individual wines, each of which captures the essence of a single plot. With the Tasting Committee, she tastes around 250 wines of the year and 150 reserve wines from the House's vast library to re-create the founder's dream to craft the very best Champagne he could offer, every single year, regardless of annual climate variations.

Joseph Krug's approach to Champagne creation hinge upon being meticulously attentive to every single element, the same mission the Krug Ambassade Chefs take on in India today as they deepen their understanding of the onion.

Through the colourful lens of Jaipur's bustling street food scene or the scents and sounds of the neighbourhood market, the immersive experience gets their creative juices flowing. A mere train ride away, the Chefs discover the delicious serenity of the countryside and Samode Farm, where they meet the farmers who, like Krug with its plots, cultivate the differences in the land. Their individualities take the form of red, yellow, white or spring onions used in a variety of Indian dishes.

Learning to appreciate the onion in its many incarnations, from street food to homecooked meal or fine dining, they bond over this experience of discovery, enriched by the precious insights of their friendly Indian hosts.





III

THE JOY OF SHARING

Over these three days, the Chefs, Julie and Éric connect not only with each other but with the Indian craftsmen they encounter on the trip. United by sharing, generosity, passion for Krug and the culinary art, it is a real-life workshop where an enriching exchange of ideas takes hold.

By observing their single ingredient from field to curry in incredible India, they experience its versatility, tenacity and modest virtue. They gain a newfound appreciation of the onion that shines through their creative recipes to pair with a glass of Krug Grande Cuvée or Krug Rosé.



There is always a shared passion around the bottle, as everyone agrees the true essence of Krug Champagne is pleasure itself.

IV

UNEXPECTED PAIRINGS

After the simple potato, the humble egg, the fantasy mushroom, the sundry fish and the enticing pepper, in 2020, the House of Krug continues its exploration of unexpected food pairings. The unspoken onion is a key component of almost every fundamental recipe from stocks, sauces and stews to baked goods and roasts. Its multifaceted expressions beautifully marry both the fullness of flavours and aromas of Krug Grande Cuvée and the elegance and boldness of Krug Rosé.

Inspired by their experience of the onion in Jaipur, and armed with vision, zeal and mastery of their craft, the Chefs create a full spectrum of creative recipes to pair with a glass of Krug Grande Cuvée or Krug Rosé.



These Chefs have injected their passion, terroir and soul into delicious original Krug x Onion pairings.



KRUG
x
Onien

THE HOUSE OF KRUG

KRUG AMBASSADES: WHERE KRUG LIVES

The 11 Chefs who have participated in this remarkable gastronomic adventure come from Krug Ambassades across 9 countries.

Whether they are Michelin-starred maestros or rising culinary artists, these Krug Lovers at heart inject their passion, determination and creative flair into everything they do.



Angus McIntosh



Ciccio Sultane

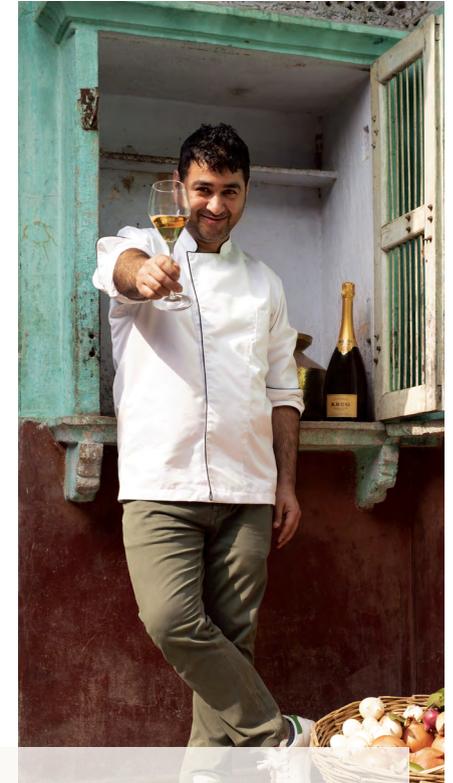
"To me, Krug is a family and these 10 Chefs and I are a team of Krug Lovers. This year for the 2020 Single Ingredient, I thought about a recipe that would be eco-friendly by choosing local ingredients to salvage from what might otherwise be discarded."



Bernhard Reiser



Tristin Farmer



Prateek Sadhu

"Today, we talk about climate change and sustainability, both of which are heavily impacted by waste in the kitchen. I come from a country where there is poverty, which is part of the reason why I have made the conscious decision to go zero-waste."



Uwe Opacznsky

"I believe that food facilitates the social interaction of people. Through cooking, I have also been able to travel the world, bringing people together over food, conversation and Krug."



Simon Davies



Theo Clench

"This trip to Jaipur with some of the most talented Chefs from around the world was a chance for me to be inspired by their techniques and methods. During these unforgettable three days, Krug brought us all together and formed lasting friendships."



Heiko Nieder



Izumi Kimura



Hiroyuki Kanda

KRUG GRANDE CUVÉE AND KRUG ROSÉ



Since 1843, Krug Grande Cuvée has embodied the vision of the House's founder, Joseph Krug. Beyond the notion of vintage, Krug Grande Cuvée is the most generous expression of Champagne: an extraordinary blend of over 120 wines from more than 10 different years.

Every year, one creation, one blend, one bottling and thus one new Édition of Krug Grande Cuvée comes to life. Then, a rest of around seven years in the cellars allows it to gain in finesse and elegance.

“Each Édition of Krug Grande Cuvée is a unique orchestra of musicians playing together, developing its own harmonious style throughout the years in the cellar. Over time, different Éditions become increasingly distinctive as certain facets are accentuated, while at their core each retains the essence of Krug Grande Cuvée as the most generous expression of Champagne.”

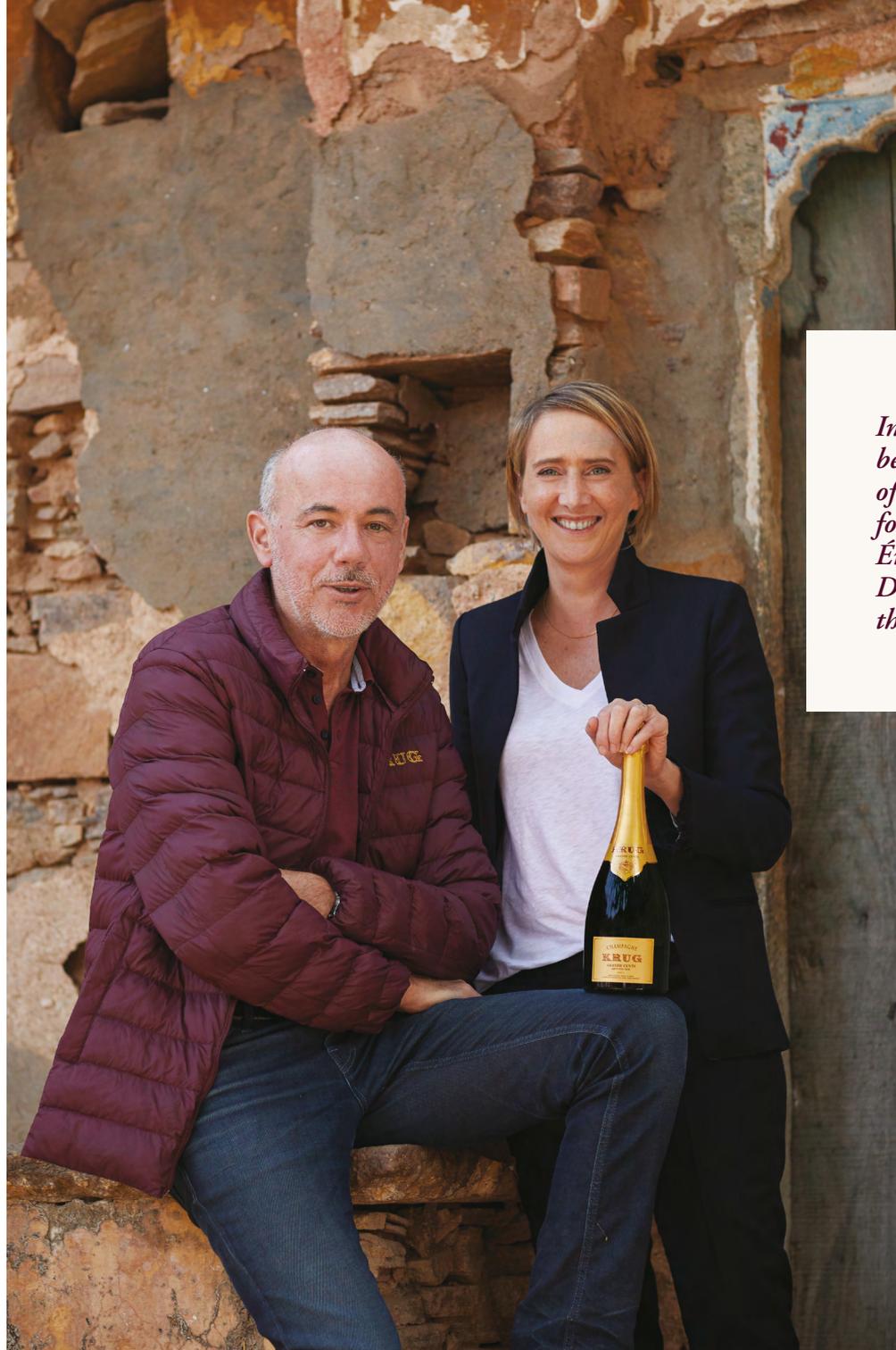
Julie Cavil - KRUG CELLAR MASTER

Krug Rosé is a Champagne born for bold gastronomic adventures. Since its very earliest days, Krug Rosé has been inspiring great Chefs the world over to create an array of unexpected food pairings. Combining elegance and finesse, Krug Rosé dances a perfect tango with savoury dishes of all kinds, replacing a good red wine at the table with brio.

ABOUT THE HOUSE OF KRUG

Krug has always lived up to its reputation as the first and still unique Champagne House to create only Prestige Champagne every year since its foundation.

The House was founded in Reims in 1843, by Joseph Krug, a visionary non-conformist with an uncompromising philosophy. Having understood that the true essence of Champagne is pleasure itself, his dream was to craft the very best Champagne he could offer, every single year, regardless of annual climate variations. Paying close attention to the vineyard's character, respecting the individuality of each plot and its wine, as well as building an extensive library of reserve wines from many different years allowed Joseph Krug to fulfil his dream. With a very original approach to Champagne making, he decided to go beyond the notion of vintage to create the most generous expression of Champagne every year. Thus, he founded a House in which all Champagnes are of the same level of distinction, each illustrating a particular expression of nature.



In 2020 Julie Cavil became Cellar Master of the House of Krug and former Cellar Master Éric Lebel was appointed Deputy Director of the House.



CONTACT

HOUSE OF KRUG
Romain CAPPELAERE
Global PR & Event Manager
rcappelaere@krug.fr

14 SEPTEMBRE AGENCY
Lucie FAYARD
Global Press Agency
krugpress@14septembre.com

#KrugxOnion

#KrugLovers

#KrugChampagne

To discover their recipes and read the full story of their adventure, order *I Gotta Peelin'* on

All photography and creative direction
by WHITE DOG