



BADRUTT'S PALACE  
ST. MORITZ SWITZERLAND

## #BADRUTT'S CULINARY

### *Krug x Fish = A Passionate Affaire*

**St. Moritz, 24. Dezember 2018. When a highly motivated group of Krug Ambassadeur Chefs from all around the world embarks on a journey to coax culinary secrets from the depths of the sea, we think of adventurous expeditions à Amundsen and Kon Tiki. Indeed, the Champagne-pundits began their journey into the unknown with a simple yet bold idea: When each plot of a vineyard is one single ingredient in itself, the pairing of a Krug Champagne with another single ingredient would offer a sensorial epiphany! This journey of creative individuality resulted in a liaison par excellence: Krug X Fish with Nobu's Omakase Menu at Matsuhisa @Badrutt's Palace Hotel.**

For millennia, man and nature have been connected by an unshakeable bond that is perpetuated by the craftsmen of today. Those who lead a daily quest for excellence know it begins at the source. Which is why we asked Mr Olivier Krug himself, sixth generation of the family to oversee the Prestige Cuvee house, to tell us more about the Krug X Fish Pairing at Matsuhisa @Badrutt's Palace Hotel.



**(Badrutt's Palace Hotel) Taking a closer look at some of the individual pairing choices: Sashimi and the signature Black Cod Den Miso – two very different tastes that call for two different Krug Cuvees: Krug 2000 and Krug Rosé. How do they support and enhance the foods' "personalities"?**

(Olivier Krug) At Krug, we consider tasting and gastronomic experiences to be very personal. There is no right or wrong way to perceive or enjoy our Champagnes. This being said, these Champagnes are quite different for specific and tangible reasons and have been selected for this menu for the way they heighten the overall sensory experience.

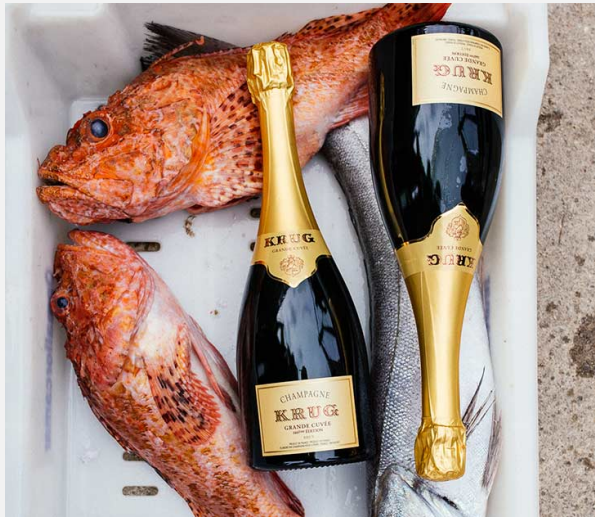
Krug 2000, our millennium vintage, was born after a climatically chaotic and stormy season and is one of the most intense and dramatic vintages ever made. This with the simplicity of sashimi creates delicious balance.

Krug Rosé is a Champagne for bold gastronomic experiences, making it an ideal match for savoury foods such as the Bland Cod Den Miso, whose complex aromatic palate will reveal new facets with this Champagne.

Badrutt's Palace Hotel, Via Serlas 27, 7500 St. Moritz, Switzerland  
Telephone: +41 (0)81 837 1000, Fax: +41 (0)81 837 2999, Reservations: +41 (0)81 837 1100  
reservations@badruttspalace.com, www.badruttspalace.com



**When it comes to a pairing with a Japanese menu, sake is never an unusual choice. How does Krug Champagne alter the culinary experience, i.e. which characteristics of the food are enhanced when enjoyed with a Krug Champagne, compared to a pairing with sake?**



Here I would like to refer to an orchestra analogy: Each wine composing Krug Champagne has been chosen for its unique contribution to the final blend or music. Our Champagnes are so complete and expressive that everyone in the audience will find something to stir the emotions. If we are talking strictly about organoleptic properties, the freshness of the Champagne will beautifully complement the buttery notes of the fish and the fullness of flavours work in harmony with different textures, while our Rosé is a great match for even the most aromatic creations.

**Some Champagne pairings are quite well-known and also recommended on websites of Champagne brands – with cow cheese, sea food or red fruit, for example. However, many more delightful moments can be experienced once we think outside the box. Mr Krug and Chef Nobu, do you have a personal pairing tip that at first may seem surprising, but will cause quite an epiphany for our palates?**

We have devoted five years to this idea with our Single Ingredient program during which I have seen how a skilled Chef can always create surprising pairings with Krug Champagnes. They are the true experts and I am humbled to be asked to provide a tip, but, if I must, I will say that passion is the ingredient which changes a good pairing into a great one.

### ***Krug X Fish im Matsuhisa @Badrutt's Palace Hotel***

*20. Dezember 2018 bis 6. Januar 2019 (ausser 31. Dezember 2018)*

*7. Februar bis 24. Februar 2019*

*Omakase Menü mit Pairing: CHF 890*

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### *ABOUT MAISON KRUG*

Krug Behind every valuable drop of Krug is the dream of a visionary. A man who understood long before everyone else that the essence of Champagne is pleasure. Joseph Krug defied all conventions over 170 years ago in order to follow his vision. He wanted to create the most impressive Champagne every year independent of variables in the weather. Joseph's bold move proved a triumph and he successfully created Champagne like none before – and like no other since. To this day Maison Krug lives and breathes its lasting philosophy and creates only prestige Champagnes since 1843.

### *ABOUT BADRUTT'S PALACE HOTEL*

Experience legendary service and an enchanting atmosphere in the heart of St Moritz. Unrivalled and unexpected eating and drinking meet a unique sense of belonging in a historic and iconic mountain resort. A celebration of style, sports, culinary and wellness adventures 6,000 feet up in the Swiss Alps. In winter, the Badrutt's Palace Hotel is the perfect starting point to explore one of the world's most exciting ski regions. In summer, alpine and spa activities abound in the sun-soaked Engadine Valley. The Badrutt's Palace Hotel opens its doors for the winter season 2018/19 from 1'st of December 2018 until 31'st of March 2019.

### *PLEASE CONTACT*

Barbara Thoma  
Public Relations  
Badrutt's Palace Hotel  
Tel. +41 (0)81 837 26 57  
[pr@badruttpalace.com](mailto:pr@badruttpalace.com)  
[www.badruttpalace.com/presse](http://www.badruttpalace.com/presse)

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