



THE HOUSE OF KRUG PRESENTS KRUG CLOS DU MESNIL 2006 & DU SOLISTE À L'ORCHESTRE EN 2006 ACTE I

Close to 13 years after it entered Krug's cellars, today the House of Krug presents its most recent Champagne from a tiny walled plot of Chardonnay vines in the heart of the village of Le Mesnil-sur-Oger: Krug Clos du Mesnil 2006.

To the delight of Krug Lovers all over the world, Krug Clos du Mesnil 2006 is presented as part of three Krug's creations from the year 2006, a journey of discovery offering three different musical expressions.

At Krug, each individual plot, through its wine, is considered to be a fine musician contributing its own unique character to a Krug Champagne.

Thus, Krug Clos du Mesnil 2006 – the purity of a single walled plot of Chardonnay harvested in 2006 – is a virtuoso soloist, while Krug 2006 is an ensemble of musicians playing the music of the year. Finally, Krug Grande Cuvée 162^{ème} Édition, composed around the harvest of 2006 with wines from 11 different years, is the full orchestra playing the most complete symphony Champagne can perform.



The Clos du Mesnil

THE CIRCUMSTANCES OF 2006

The year 2006 was considered a hot one in Champagne, with extreme highs and 23 days recorded over 30°C. It was a capricious climate that went from dry periods to intense rainfall - in August, the equivalent of 2 months of rain fell in only 2 weeks. Fortunately, the sun returned to complete the ripening period, shining on a beautiful harvest. The grapes showed balance similar to that of 2002 and 1989, which were also beautiful and generous years.

“ What surprised and enchanted us was the fact that, in 2006, all three Champagne grapes showed beautiful indulgence and maturity across our selected plots. It was a year for balanced Meuniers, elegant Chardonnays with ample aromas and Pinot Noirs that revealed promising structure and great potential. ”

Julie Cavil

Cellar Master, House of Krug



KRUG CLOS DU MESNIL 2006

THE SOLOIST EXPRESSING THE PURITY
OF A SINGLE WALLED PLOT OF CHARDONNAY IN THE YEAR 2006

The House of Krug invites Champagne lovers to discover the extreme purity of this Champagne from a single plot, a single grape variety – Chardonnay – and the harvest of the year 2006.

Located in the heart of Mesnil-sur-Oger, one of the most iconic villages for Chardonnay in the Champagne region, this 1.84-hectare (4.5-acre) vineyard, overlooked by the village church, has been protected by walls since 1698.

Krug Clos du Mesnil 2006 is an extremely elegant Champagne offering delicate aromas of citrus, barley sugar and dried fruits with balance and freshness. The palate is generous and round with beautiful intensity. Initial hints of madeleine cake and brioche give way to notes of pastry, *tarte tatin*, lemon meringue, bitter orange and a little spice. The finish is long, with great tension and notes of

candied ginger. After over 12 years in Krug's cellars, Krug Clos du Mesnil 2006 reveals a precise signature and striking grace.

Krug's Clos du Mesnil perpetuates the nonconformist spirit of Joseph Krug, founder of the House of Krug. It epitomises the House's singular approach to Champagne making, which involves an in-depth knowledge of each plot and its individual wine, in order to create a Champagne of the undisputed quality envisioned by the founder.

This Champagne is a tribute to the House of Krug's unique savoir faire with respect for the individuality of each plot and the character of its wine at its very heart.

As all Krug Champagnes, Krug Clos du Mesnil 2006 will continue to gain with the passage of time.

“ *Krug's Clos du Mesnil gives us Chardonnay grapes with a consistently distinctive and beautiful expression. The unique location of this tiny vineyard, protected by the houses, as well as the precision with which we harvest it at the optimal moment are what allow us to capture Krug Clos du Mesnil's signature lace-like freshness and length on very special years.* ”

Julie Cavil

Cellar Master, House of Krug



KRUG 2006

THE ENSEMBLE OF MUSICIANS PLAYING
THE MUSIC OF THE YEAR 2006: "CAPRICIOUS INDULGENCE"

At the House of Krug, every Vintage celebrates the distinct character of a particular year. A Krug Vintage is a blend of the most expressive wines from a single year enhanced by a stay of over ten years in the cellars. Every Krug Vintage is different: it is the music of the year, captured by Krug.

Krug 2006 is a story of roundness and elegance, nicknamed "Capricious Indulgence" by the House.

To tell the story of 2006, a selection of wines from plots of Pinot Noir constitute nearly half of the blend (48%), with the majority coming from parcels in Montagne de Reims Nord, Sud and Les Riceys. Ripe and full-bodied Chardonnays (35%) add roundness and opulence while Meuniers (17%) from Leuvrigny and Sainte-Gemme bring tension and length. The rich, aromatic and expressive profile of Krug 2006 comes after 12 years in the cellars, gaining in balance and finesse.

Krug 2006 is generous, intense in aromas on the palate, without any excess, with an ending leaving a sensation of greatness, elegance and distinction

At first sight, the intense golden colour promises round generosity. Krug 2006's very expressive and indulgent nose reveals yellow and dried fruit, toasted almonds, hazelnut, maple syrup, meringue and mandarin liqueur. On the palate it is generous, deep, ample and fresh, with aromatic persistence, as well as a long finish. It has notes of nougat, frangipane, pastry, *tarte tatin* and plenty of citrus, with a beautiful finish on pink grapefruit skin.

The composition of the music of 2006 is deep, mellow, involving, intense but delicate like *Summer* by Vivaldi or *Omen* by The Dø.

As all Krug Champagnes, Krug 2006 will continue to gain with the passage of time.

“ *Krug 2006 is able to pair well with any cuisine, including dishes of strong character such as tajine with lemon confit, ratatouille, slow-roasted leg of lamb, vegetable tian, game, foie gras, flavourful fish or duck breast grilled over grape vines.* ”

Julie Cavil

Cellar Master, House of Krug



KRUG GRANDE CUVÉE 162^{ÈME} ÉDITION

THE FULL ORCHESTRA PLAYING THE SYMPHONY OF CHAMPAGNE,
COMPOSED AROUND THE HARVEST OF 2006

Creating a new *Édition* each year takes a very musical approach at the House of Krug. Looking back to the origins of the House, one can imagine Joseph Krug in his cellar working like a composer: tasting a vast array of unique wines, painstakingly taking notes and organising flavours and aromas.

Today, Krug Cellar Master Julie Cavil works in much the same way, drawing on around 400 wines, the majority of which capture the essence of a single plot. The House of Krug places great importance on respecting the individual character of every element contributing to the creation of each *Édition*. In a series of auditions conducted throughout the year, Julie and the winemaking team, a group of 5 to 6 members, taste around 250 wines of the year 2 to 3 times and 150 reserve wines from 14 different years once in early spring.

Julie records over 4000 tasting notes which she consults before any blending decision is made: the distinct melody of each wine, its particular character, level of freshness, intensity, roundness and depth – all are crucial to the creation of the whole. In Krug Grande Cuvée, the entire orchestra plays in joyous harmony the music of Champagne.

Krug Grande Cuvée 162^{ème} *Édition*, composed around the harvest of 2006, is a blend of 163 wines from 11 different years, the oldest dating back to the harvest of 1990 and the youngest to that of 2006. This Champagne is composed of 40% reserve wines from 10 different harvest years, selected from Krug's vast library for their freshness, vivacity and tension to contrast the indulgent and round wines of 2006. As all Krug Champagnes, Krug Grande Cuvée 162^{ème} *Édition* will continue to gain with the passage of time.

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Thanks to our founder, Joseph Krug, the House of Krug has a unique approach to Champagne creation. Our difference stems from his decision to assess each wine from every plot as a single element. Doing so guarantees the quality of the selected wines every year, as we do not blend anything we do not know. This is how we can re-create Krug Grande Cuvée, the most generous expression of Champagne, every year with the undisputed quality dreamt of by our founder for all our Champagnes.

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Eric Lebel

House of Krug Deputy Director & former Cellar Master



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 Champagnes every year since its foundation.

The House was established 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.

Six generations of the Krug family have perpetuated this dream, enriching the founder's vision and savoir faire.

“ *For centuries, my family has been defying conventions, which is why today this non-conformist spirit lives on in everything we do.* ”

Olivier Krug

Director of the House of Krug & sixth generation of the Krug family



COMMITMENT TO SUSTAINABILITY

TRANSMITTING A PROFOUND RESPECT FOR PEOPLE, TERROIR & THE PLANET

Born over 175 years ago from a vision of uncompromising quality and respect for craftsmanship, viticulture and terroir, the House of Krug vows to ensure its continuity for the centuries to come. Only with a total commitment to sustainability through the protection of and respect for nature is this possible.

The House's commitment to the environment has been a priority since the very beginning and, in 2014, Krug was certified sustainable based on 125 measurable criteria. It is also the first Maison of LVMH to be certified Positive Luxury. Krug encourages environmentally sound practices in the vineyards, as well as among its partners, suppliers and employees. The House has created a community providing technical support to help its growers become certified sustainable in recognition of their commitment to great viticulture.

Sustainable viticulture by Krug and within its close network of growers means no herbicide is used and vines are given organic fertilization only, while 100% of plots are planted with inter-row grass to curtail soil erosion. The House has also taken many initiatives to optimise energy consumption including a switch from oil to water-running compressors.

At Krug, air transport is forbidden – its use is in extreme cases only. Krug is fully committed to reducing emissions and the new equipment at its production sites consume 50% less water. All waste is sorted and reused for energy. Additionally, the House has created a unique 100% eco-friendly giftbox which requires less energy to produce and avoids overproduction and waste, as it fits a wide range of Champagnes.



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Craftsmanship is at the heart of the House of Krug. Every day, we pay tribute to the fruit, the vine and the individuality of each parcel of land, so we feel a responsibility to preserve it. Sustainability is natural for us.

Julie Cavil

Cellar Master, House of Krug

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KRUG X MUSIC: GATEWAY TO THE SENSATIONS

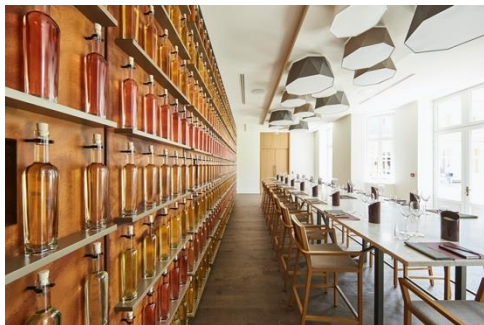
AN INVITATION TO TASTE KRUG CHAMPAGNES IN A UNIQUE WAY

Since its foundation in 1843, the House of Krug has sought new ways to enrich the tasting experience of its Champagnes. Indeed, Music and sound have the power to reveal a myriad of new dimensions through the sensorial experience that comes with every sip of Krug Champagne. It is in this spirit and with this understanding that the House of Krug has developed a unique endeavour: Krug Music Pairings.

Over the years, the House, in collaboration with Krug Lover musicians, has brought to life a full spectrum of Music experiences designed to awaken the senses not only of guests at the House in Reims and visitors to international Krug events, but to the larger community as a whole. The artists' original Krug Echoes compositions, playlists, and podcasts are available online – thus accessible to anyone.

THE WALL OF 400 WINES & THE KRUG YURT

In the family House in Reims, two special experiences were built in order to discover Krug through the universal language of music.



In 2018, Krug collaborated with the French IRCAM to build a bespoke sound installation in its emblematic tasting room featuring the *Wall of 400 Wines*. The result is a collection of immersive or ambisonic music creations, representative of the wines of different terroirs of the Champagne region, to illustrate the character and contribution of each plot's wine in Krug's final creations.

The same year saw the construction of the *Krug Yurt*, a wooden structure nestled in the garden of the Krug Family House. The intimate interior features optimal acoustics and an atmosphere conceived to heighten the sensations of sound and taste. It is the ideal setting for small groups of guests to enjoy a captivating Krug and Music Pairing experience.



THE RIGHT GLASS, THE RIGHT TEMPERATURE

FOR AN UNFORGETTABLE EXPERIENCE

“For a memorable tasting experience, a good glass is necessary. It will enable you to fully appreciate the depth, flavours and aromas of a wine or Champagne.”

Julie Cavil

Cellar Master, House of Krug

The House of Krug recommends that its Champagnes be served between 9°C and 12°C, as colder temperatures limit the expression of their flavours and aromas.

Bottles should be stored at the same temperature they are served, i.e. between 9°C and 12°C, as colder temperatures slow down the wine's evolution, while warmer temperatures can cause irreversible damage.

“Tasting good Champagnes in flutes is like going to a concert wearing earplugs: we only listen to the louder sounds. We will then miss all the fragile flavours and aromas, which add to the harmony of the Champagne. We should always taste good Champagnes in white wine glasses, never in flutes.”

Maggie Henriquez

President & CEO, House of Krug



KRUG ID: THE STORY CONTINUES

EVERY BOTTLE OF KRUG CHAMPAGNE HAS A STORY TO TELL

Since 2011, the House invites Champagne lovers to enter the Krug iD – six digits printed on the back label of every Krug bottle – in a dedicated section of the Krug website, using the Krug App, via Twitter or Google, to take their experience one step further. The Krug iD reveals a detailed story of the Krug bottle, the Cellar Master's impressions of the year, Krug Music Pairing suggestions, food pairing inspiration, as well as recommendations for ideal storage and service to enhance every tasting of Krug Champagne.

Artists who have shared their talent with the House include avant-garde composer Ozark Henry, modern jazz master Jacky Terrasson, classical pianist Jean-Philippe Collard, French indie pop duo The Do, singer-songwriter Keziah Jones, pianists Khatia Buniatishvili and Orazio Sciortino, as well as Italian

harpist Cécilia Chailly. Pianist Vincent Mussat and violinist Hugo Boulanger, from the Paris and Brussels Conservatories respectively, as well as electro musician brothers Benjamin and Adrien Sahuc are among the emerging artists who have been involved with the House.

In 2016 Krug took a second major digital step to make the information-rich Krug iD experience sharable for the entire digital world. Now, when someone tweets a Krug iD, they receive an immediate response from Krug giving them and their followers access to all the Krug iD information.

As a House with a contemporary spirit and a history of pioneering, Krug continues to embrace digital innovation and its potential to disrupt and delight.

