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Championing brand experiences

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## Moët pop-up brings a slice of Champagne to London

14 April 2015, by Brea Carter, [Be the First to Comment](#)

Moët & Chandon launched the Moët Academy yesterday (13 April), an immersive brand experience that is designed to educate consumers about how its wine is made.



*The real vineyards have been transported from Champagne, France*

The pop-up installation includes three separate rooms, each of which represent a different step in the wine-making process.

Participants are first led through a real vineyard that has been transported from the company's property in Champagne, France. Wine educator, Johnny Gibson talks them through the region as well as the three key Champagne varietals of Chardonnay, Pinot Noir and Meunier.

The vineyard is connected to a replica of the French champagne house's cellar, which is complete with faux brick walls, wine barrels and bottles of Moët in their early stages of production.

Participants learn about how base wines are turned into Champagne, as well as the time it takes to produce a bottle of Champagne, from vine to glass.

The 90-minute brand discovery sessions end with a wine tasting experience delivered by Masters of Wine, Peter Richards and Susie Barrie. The tasting includes four wine varietals and matching canapés.

Mark Harvey, marketing manager at Maison Moët, said: "We are thrilled that our visitors will be able to learn about and experience the magic of the Champagne region right here in the heart of London."

Susie Barrie, Master of Wine added: "We are delighted to be part of this exciting pop-up experience with Moët & Chandon and to bring an immersive, delicious champagne experience to London."

The pop-up runs from April 13 to 24 at OXO2, London. Agency Cube Communications worked with the brand to execute the experience and handle its PR.

**More: [Moët & Chandon to open pop-up school](#)**