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Krug will open Larrabee Studios for three public Champagne tastings built around live music.

The Los Angeles events invite guests to taste Krug cuvées during live compositions shaped by their reactions.

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Krug Champagne said Monday that it will open Larrabee Studios in Los Angeles for three limited public sessions this month that pair Champagne tasting, live music creation, and a multi-course dinner inside one of the city's best-known recording

facilities.

The event, called “The Art of Blending Krug & Sound at Larrabee Studios,” is scheduled for September 28, September 29, and September 30 in Studio 6 at Larrabee. According to the company, each evening will bring a small group of guests into the studio for a guided tasting in which their reactions to different Champagnes will be used as the basis for an original piece of music composed in real time by producers working in the room.

Krug said the sessions will be hosted by Grammy Award-winning producer and Larrabee owner Manny Marroquin, along with producers Scott Tibbs, Nick Rosen, and Mike Bennett. The company said the producers will build a temporary sound composition during the evening, drawing on guests’ stated emotions, memories, and impressions as they taste the wines. The result, Krug said, is intended to make each session different from the others.

The tasting will center on Les Créations de 2013, with Krug 2013 and Krug Grande Cuvée 169ème Édition serving as the main wines used during the musical portion of the night. Chef Oscar Torres of VERSE will prepare a multi-course menu paired with additional bottles, including Krug Grande Cuvée 173ème Édition and Krug Rosé 29ème Édition, the company said.

In a statement released with the announcement, Marroquin said the studio has long been a place where ideas are developed through collaboration and that the partnership with Krug is meant to let guests take part in that creative process. Krug Chef de Caves Julie Cavil said the project is designed to explore how music can translate taste and emotion into another form of expression.

The company is presenting the experience as an extension of a longer effort to connect music and Champagne tasting. Krug said it has spent years working with musicians and composers to study how sound can shape taste, mood, and perception, and cited earlier collaborations including one with composer Max Richter. At Larrabee, the company said, the concept moves beyond playing music during a tasting by making guests part of the music’s creation.

Reservations went on sale September 14 through the booking platform Tock. Krug did not disclose pricing in the announcement, but said only a limited number of seats will be available for each night. The sessions are aimed at giving guests access to Studio 6, a room at Larrabee known for its acoustics and its role in high-profile music production over many years.

The event also fits into a broader pattern in luxury hospitality, where brands are increasingly trying to sell access and participation rather than a traditional tasting alone. By placing the program in a working recording studio and linking it to a live creative process, Krug is tying its Champagne to an experience built around exclusivity, performance, and sensory interpretation.

After the three September sessions, Krug said the collaboration will continue for a month at nearby restaurants VERSE and Mensano. Chef Torres is expected to offer a Krug Grande Cuvée pairing program inspired by the studio evenings, bringing the project into a restaurant setting after the private sessions end.

Maison Krug was founded in Reims in 1843 by Joseph Krug. The Champagne house, now part of the LVMH group, has long emphasized blending across plots, vintages, and reserve wines as a core part of its identity. In the announcement, the company connected that philosophy to the Larrabee program, arguing that the process of combining individual impressions into a single musical work mirrors the way different elements are brought together in Champagne production.