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Piper-Heidsieck Brings Champagne Garden and Gourmet Experiences to Miami Open

Tennis fans at Hard Rock Stadium can enjoy signature champagnes, luxury food, and live entertainment during the tournament’s two-week run.

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Piper-Heidsieck, the well-known Champagne House, is returning to the Miami Open presented by Itaú for the third consecutive year. The event will take place at Hard Rock Stadium from March 15 through March 29. Piper-Heidsieck will bring its signature red branding courtside and offer a range of experiences for tennis fans and guests.

During the tournament, visitors can enjoy the Piper-Heidsieck Champagne Garden. The garden will serve several of the house's champagnes, including Cuvée Brut, Brut Rosé, Vintage 2014, and Riviera Edition. The Riviera Edition is crafted to be served over ice, making it suitable for Miami's warm climate. In addition to champagne by the glass or bottle, guests can try unique champagne cocktails and champagne floats created in partnership with Aubi & Ramsa, a company known for its liquor-infused ice creams and sorbets.

Food offerings in the Champagne Garden will be provided by Chèvre Miami. One of the highlights is the $100 Golden Glizzy hot dog, which features Australian Wagyu beef in a croissant bun from Ficelle Bakery, topped with an entire tin of Golden Goat Caviar and finished with gold flakes. Chèvre Miami will also offer gourmet sandwiches and homemade Camembert cheesecakes.

Entertainment is a key part of Piper-Heidsieck's presence at the Miami Open. The Champagne Garden will feature live Caribbean music and performances inspired by the Gypsy Kings. On select days, there will be Latin dance shows, French cabaret acts, and a Marilyn Monroe-themed glamour station. Guests who purchase a bottle of Piper-Heidsieck in the garden on certain days can also enjoy complimentary rides on the Bubbles in the Sky gondola, which offers views of the tournament grounds.

Piper-Heidsieck's involvement at the Miami Open reflects its long-standing connection to arts and entertainment. The house has a history of creative partnerships, including ties to Hollywood and figures like Marilyn Monroe. According to Stéphane Decaux, CEO of Piper-Heidsieck, the brand aims to celebrate excellence and joy both on and off the court.

Beyond Hard Rock Stadium, Piper-Heidsieck will extend its presence throughout Miami with retail activations during the tournament period. This effort is designed to bring some of the excitement of the Miami Open into other parts of the city.

Founded in 1785 in France, Piper-Heidsieck has built a reputation for quality and innovation in champagne-making. The house holds several sustainability certifications and has received multiple awards for its wines over recent decades. Since 2018, Émilien Boutillat has served as Chief Winemaker, guiding Piper-Heidsieck's efforts toward both tradition and sustainability.

The Miami Open itself is one of nine ATP Masters 1000 Series events on the men's tour and a WTA 1000 event on the women's tour. It attracts top-ranked players from around the world and drew more than 400,000 spectators in 2025. The tournament is known for combining high-level tennis with Miami's culture, nightlife, dining scene, and celebrity appeal.

With its return to the Miami Open this year, Piper-Heidsieck aims to blend celebration with competition by offering guests a mix of champagne experiences, gourmet food, and live entertainment throughout the two-week event.