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FINE DINING, WINES AND SPIRITS

World's only Hotel Clicquot popup returns to Australia for Champagne-inspired culinary experiences

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Hotel Clicquot Australia is the only hotel from famed LVMH-owned Champagne maker Veuve Clicquot. Image credit: ARR

By STAFF REPORTS

Taking the popup concept beyond retail, LVMH will return to Australia for a second run of its Veuve Clicquot hotel to deliver experiences centered around Champagne.

The popup Hotel Clicquot Australia returns to Noosa, Queensland, Oct. 13-28 at the famed Sunshine Beach. Guests can expect Champagne-inspired culinary experiences and opportunities to swim and surf.

"We are absolutely delighted to once again host the world's only Hotel Clicquot on the coast of Australia and what better location for the Hotel Clicquot than Australia, with its magnificent beaches and ebullient joie de vivre," said Jean-Marc Gallot, president/CEO of Veuve Clicquot, in a statement.



The pool at Hotel Clicquot Australia in Noosa, Queensland. Image credit: Surfing in 2022 at Sunshine Beach in Noosa, Queensland at the first Hotel Clicquot Australia popup. Image credit: ARR

Spirited pop

Veve Clicquot, one of the most popular Champagne brands worldwide, celebrated 250 years in 2022.

The label is known for collaborations with artists such as Yayoi Kusama, new line extensions and sponsorship experiences such as polo matches to keep the maison relevant with younger generations.



Surfing in 2022 at Sunshine Beach in Noosa, Queensland at the first Hotel Clicquot Australia popup. Image credit: ARR

Hotel Clicquot Australia is part of the effort to keep the brand in the public eye with targeted audiences seeking exclusive experiences.

Guests can book three-night stays at the beachfront-facing Hotel Clicquot.



Dining at Hotel Clicquot Australia in Noosa, Queensland, will be centered around Veuve Clicquot-inspired culinary experiences delivered by some of the country's leading chefs. Image credit: The pool at Hotel Clicquot Australia in Noosa, Queensland. Image credit: Surfing in 2022 at Sunshine Beach in Noosa, Queensland at the first Hotel Clicquot Australia popup. Image credit: ARR, James Vodicka

This year's popup will offer culinary experiences from some of Australia's leading chefs, including Peter Gilmore (Quay, Bennelong), Martin Benn (ex. Sepia, Society) and actor Chris Hemsworth's private chef, Sergio Perera.

The chef's culinary creations will showcase the Champagne house's prestige cuve, La Grande Dame.

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