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FINE DINING, WINES AND SPIRITS

## Chandon focuses on enhanced lifestyle experiences with Napa Valley outpost makeover

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*Immersive experiences at vineyards such as Chandon Home California in Napa Valley are key to retaining the loyalty of wealthy consumers of sparkling wine. Image credit: ARR*

By STAFF REPORTS

LVMH has overhauled the first of its six Chandon Homes around the world as it emphasizes the experiences and lifestyle around quality sparkling wine consumption, particularly its Chandon brand.

The Chandon Home in Napa Valley's Yountville will take visitors beyond the cookie-cutter vineyard wine tastings, per the company. The three-year renovation is the first since Chandon California opened its doors in 1977 as one of the first French-owned sparkling wine makers in the United States.

"We are thrilled to invite friends of the brand and newcomers to discover our epic story, groundbreaking winemaking and warm hospitality, all within a reimagined space that truly embraces the natural beauty of our home," said Arnaud de Saignes, president of Chandon, in a statement.

"We welcome everyone to explore custom-created sensory experiences that forge meaningful relationships with our guests," he said.

The relaunch of the Chandon Home in California is the first of six that will include vineyards in Argentina, Brazil, Australia, China and India. All are set for a makeover by next year.



*Chandon Home California cabanas. Image credit: ARR*

Wine for its time

**Chandon** has been making sparkling wines since 1959. It is part of an LVMH wines and spirits portfolio that includes storied brands such as Dom Perignon and Veuve Clicquot.

With the revamped Chandon Home, the original brutalist architecture style emblematic of 1970s California has been turned into a greener vista. Gardens and terraces now feature succulent native low-water plants among the 100-year-old oak trees that dot the property.



*Chandon Home California boutique. Image credit: ARR*

Reimagined with local artisans, the interior and exterior spaces enhance the unique site with an emphasis on natural materials.

For example, guests can take to cabanas to host afternoons with friends around a glass of Chandon Garden Spritz in the Oak Grove, with decks offering views of the sunset on the hills.

At the Epicurean Hub, chefs will serve local farm-to-table dishes for inspiring wine pairings.



*Chandon Home California culinary experiences. Image credit: ARR*

New experiences showcase the history and ethos of the site and the Chandon community, from local crafts to the savoir-faire of the cellar masters and winemakers, keeping in mind regenerative agriculture and sustainable growth, per Chandon.

Chandon is also building its database of loyalists.

Wine lovers are being invited to join Club Chandon, the first community of its kind created in Napa Valley in the 1970s. It now counts 10,000 plus members, who receive quarterly shipments of Club exclusive wines to their home, along with limited editions or tableware designed especially for Chandon.

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