



OLIVIER KRUG

Winemaker, Krug Champagne



THE HOUSE OF KRUG

Krug has always lived up to its reputation as the first and only Champagne House to create exclusively prestige Champagnes every year since its foundation. The House was founded in Reims in 1843, by Joseph Krug, a visionary non-conformist with an uncompromising philosophy. He believed that the true essence of Champagne is pleasure itself, and his dream was to offer the very best Champagne every single year, regardless of annual climate variations. Paying close attention to the vineyard's character, respecting the individuality of each plot and its wine, and building an extensive library of reserve wines from many different years allowed Joseph Krug to fulfill his dream. With a very original approach to Champagne making, he went beyond the notion of vintage to create the fullest expression of Champagne every year. He founded the House of Krug, in which all Champagnes are of the same level of distinction, each illustrating a particular expression of nature. Six generations of the Krug family have perpetuated his dream, enriching the founder's vision and savoir-faire.

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OLIVIER KRUG

DIRECTOR OF THE HOUSE OF KRUG & 6th GENERATION OF THE FAMILY

The eldest of Henri Krug's five children, Olivier Krug grew up right beside the Krug cellars in Reims. As the years passed, his childhood curiosity about the family business soon grew into a passion and in 1989, after studying economics and finance in Paris, his father made him an offer he had long dreamt of. At that moment, Olivier became the sixth generation of the Krug family to perpetuate the vision of his great-great-grandfather Joseph Krug, who founded the House of Krug in 1843.

As the family's longstanding tradition dictated, he was soon sent out into the world to acquaint himself with Krug's clientele and expand the business. The House was practically unknown in Japan when Olivier

decided to travel there. One after the other Olivier met Krug's main distributors, sommeliers, journalists and of course, Krug Lovers. He won them over with his charm, wit and, above all, infectious love for Krug. He succeeded in opening the way for Krug's thriving expansion in Japan and the country would become one of Krug's leading markets.

Working alongside his father for many years, Olivier honed his tasting expertise and is today a member of the House's Tasting Committee. He has occupied several positions at the House, always working in close cooperation with the winemaking team. Today, as Director of Krug, Olivier continues to foster very special relations between Krug and the winegrowers, when he is not travelling all over the world, sharing the Krug spirit and visiting the House's wide network of Krug Ambassadors.

When not travelling, Olivier lives in Reims, not far from the House. The father of four children, he is an avid supporter of the Stade de Reims football team and a keen concert-goer who particularly enjoys finding unexpected music pairings that transport the experience of tasting Krug Champagnes to another dimension.

Follow Olivier's adventures on Instagram [@krugoli](#).