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# SPOTLIGHT ON CHAMPAGNE: CREATIVE IDEAS FOR BOOSTING BUBBLY SALES

The hotel scene is bubbling up, with properties around the world finding creative ways to spotlight champagne. In September, the Lobby Lounge of the Shangri-La Hotel, Toronto debuted its striking Champagne Wall.

“I wanted to create a sense of excitement and energy around champagne,” says Mark Moffatt, the hotel’s award-winning sommelier,

who curated the ‘C’ Wall’s selection. It features prominent labels and rare champagnes such as the 1998 Henriot Cuvée des Enchanteleurs. By-the-glass offering is available, and the Lobby Lounge menu complements the champagne list.

Another Canada hotel unveiled its new champagne bar in October: The iconic Ritz-Carlton Montreal now houses Canada’s first Dom Pérignon Champagne Bar in its Palm Court, a sleek hotspot in downtown Montreal where the menu features both Rosé & Brut Dom Pérignon by the glass and bottle.

Some of the world’s hard-to-find vintages are available at ARIA Resort & Casino in Las Vegas, selected by Director of Wine Kim Wood. The recently updated Lobby Bar menu showcases an extensive variety of Special Club champagnes; bottomless Rosé is served with weekend brunch at the Bardot Brasserie, with James Beard Award-winning Chef Michael Mina at the helm.

At St. Regis Princeville Resort in Kauai, guests can partake in a ceremonial champagne sabering every day at sunset and sign up for the Ali’i Lavender Champagne Scrub at the on-site Halele’a Spa.

To infuse its interiors with a signature scent of champagne and caviar, Trump International Hotel & Tower in Toronto has partnered with Brampton-based Nose Knows Design, an olfactive branding studio that specialises in custom scent creation.

Europe isn’t staying behind on the champagne craze: Balthazar at Hotel d’Angleterre in Copenhagen, Denmark’s first and only champagne bar, has 160 types of bubbly served from the bottle or mixed into drinks like the walnut-flavored Tax Free Cocktail, with the bar’s signature champagne syrup. - **AM**

