

Ponant announces partnership with Veuve Clicquot

CRUISE LOG

Tom Stieghorst, Special for USA TODAY

3:15 p.m. EDT June 10, 2015



(Photo: Veuve Clicquot)

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Two decidedly French brands have announced an exclusive partnership that will bring a renowned champagne to an up and coming cruise line.

The agreement involves Ponant, the luxury expedition cruise brand and Veuve Clicquot, the French champagne recognized by many for its distinctive yellow label.

For the next five years, Veuve Clicquot will be served exclusively on Ponant's five French-flagged ships. The bubbly starts flowing first on the newest Ponant ship, the 244-passenger Le Lyrial, which was christened in Venice in May.

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The traditional Captain's Cocktail reception, organized at the start of each cruise, will now serve Veuve Clicquot, a feature that will be later rolled out to the other four ships. In addition, passengers can order Veuve Clicquot at Le Lyrial's Panorama lounge, a service that will be progressively rolled out on three other Ponant ships.

A new premium bar menu will provide a selection of the label's champagne, including Brut Carte Jaune Clicquot, Rose and La Grande Dame as well as spirits from Moet Hennessy.

Ponant passengers will also be able to take advantage of regularly organized events sponsored by Veuve Clicquot on the ships. For a deck-by-deck look inside a Ponant vessel, click through the carousel below.

