
ULTIMATE WINERY EXPERIENCES AUSTRALIA



CHANDON

**YARRA VALLEY,
VICTORIA**

Business Events Case Study

OVERVIEW

In March 2025, CHANDON hosted two distinctive and high-profile clients, TAG Heuer and Louis Vuitton Australia. Both TAG Heuer and Louis Vuitton Australia were major sponsors of the Formula 1 Louis Vuitton Australian Grand Prix 2025. Louis Vuitton had the major naming rights, and TAG Heuer as the Official Timekeeper. Both hosted their most important clients from across the Asia Pacific region at CHANDON.

Across a curated weekend of exceptional hospitality, CHANDON hosted 40 international and local guests, in 2 groups of 18 and 22 people, with tailored itineraries, immersive experiences, and seamless logistics. Each company had the opportunity to treat their clients to the beauty, produce and creativity of CHANDON’s Yarra Valley home. This included their Homestead private event space and flagship wine, CHANDON Étoile. This demonstrated the estate’s capability to deliver high-calibre, bespoke events.

From formal long lunches to relaxed terrace tastings, vineyard walks to hands-on wine exploration, every touchpoint was precisely crafted to meet the needs of the clients and their guests and exceed expectations.

Winery address:	727 Maroondah Highway, Coldstream, VIC 3770
Wine Region:	Yarra Valley, Victoria
Type of Business Event:	Lunch, activities and vineyard tours
Dates:	March 2025
Host Organisations:	TAG Heuer and Louis Vuitton Australia
Organisation/Client Type:	Luxury brands
Number of delegates:	40 people across 2 groups
Attendee Origin:	Asia Pacific
Professional Event Planner	A professional event planner wasn’t used by either company. TAG Heuer, and Louis Vuitton Australia’s separate marketing teams, brand ambassadors, and personal assistants liaised with the CHANDON team directly.

ABOUT CHANDON

CHANDON is a global sparkling-wine Maison and part of the LVMH family (Moët Hennessy Louis Vuitton). Founded in the Yarra Valley in 1986, they've since grown into a network of pioneering estates spanning Argentina, Brazil, California, China and India, united by the vision to create exceptional sparkling wines in unexpected places.

Today, their Yarra Valley estate offers contemporary elegance and natural beauty just one hour from Melbourne. With expansive views, versatile private spaces and 195 hectares of estate vineyard, CHANDON is an elevated setting for world-class events.



REASON FOR SELECTING CHANDON

As major sponsors of the Melbourne Formula 1 Grand Prix, TAG Heuer and Louis Vuitton Australia wanted to impress their key clients. Their brand alignment with CHANDON, and Yarra Valley estate's proximity to Melbourne, provided a compelling proposition.

CHANDON was able to offer a relaxed, natural and luxurious counterpoint to the fast pace of the Grand Prix schedule.

For corporate partners, the weekend was a powerful demonstration of how CHANDON can deliver premium, high-touch experiences for trade or client engagement, blending immersive storytelling, product education, and elevated hospitality.

THE EXECUTION

Months prior to the event, CHANDON's event team liaised closely with TAG Heuer, and Louis Vuitton Australia's separate marketing teams, brand ambassadors, and personal assistants to create these perfectly tailored events, which were to run concurrently. Due to the nature of the clients attending the event, the level of attention to detail was of the utmost importance, and nothing was left to guesswork. Meticulous attention was put into establishing the goals and outcomes of the event for both TAG Heuer and Louis Vuitton Australia, and careful attention and precision were put into the runsheets and the execution of the events.

The day prior to the start of the Melbourne Formula 1 Grand Prix, TAG Heuer arrived at CHANDON with 22 of their most regarded clients from the Asia Pacific region, and then 1.5 hours later, Louis Vuitton Australia arrived with 18 of their most prominent clients. The Tag Heuer group was welcomed into CHANDON's recently refurbished Homestead for welcome drinks. They were then treated to experimenting with the craft of blending sparkling wine firsthand in the Riddling Hall, hosted by Winemaking Director Dan Buckle. This immersive experience provided a behind-the-scenes look into the traditional method of sparkling wine, and each guest took home a personalised bottle of CHANDON's most premium sparkling, Étoile.

After their blending experience, TAG Heuer and their clients dined in the contemporary and exclusive CHANDON Homestead. They personalised their event with TAG Heuer branded menus and TAG Heuer brand coloured flowers.

Upon Louis Vuitton Australia's arrival, they were welcomed under the large oak tree of the Homestead with a glass of CHANDON's finest sparkling Étoile, and an address from Estate Director, Susan Caudry. This was followed by a tasting of wines with different dosage levels, the finishing touch to the traditional method of sparkling winemaking, giving guests insight into stylistic choices. This was hosted by Senior Winemaker Loic Le Calvez. Each guest was given a personalised take-home bottle providing a luxury keepsake tailored to each guest's palate.

Lunch for the Louis Vuitton Australia group was hosted privately in CHANDON's main restaurant. They also personalised their event with flowers in their brand colours.

Lunch for both groups featured a seasonal menu curated by Chef, Josh Smyth, drawing from estate-grown ingredients and regional produce paired with CHANDON's exceptional sparkling wines and introduced by a CHANDON host. These meals created space for connection, storytelling, and memorable moments anchored in food, wine and place.



THE VERDICT

FROM MOËT HENNESSY

"The estate is remarkable. The service — art de recevoir — is absolutely perfect. The warm welcome makes you feel at home immediately. The wines are exceptional. Étoile is a lesson in assemblage — bravo Dan! The gastronomy is impressive. Bravo to Josh — French chefs have a real competitor! All the guests were very impressed by this tailor-made experience. Bravo!"

Jean-Charles Tréhan, International Communications Director, Moët Hennessy

FROM TAG HEUER

"Our guests had the most incredible time and were raving about the entire experience. Sending such a huge thank you and appreciation your way for all of the back and forth and adjustments in the lead up and to the entire team on the day for making sure everything was perfect – we're SO grateful!"

Indya Sheehan, Marketing Executive, TAG Heuer

FROM CHANDON

"The teams from Louis Vuitton and TAG Heuer were each looking for a genuinely unique, local experience for clients who have a taste for exceptional quality and craftsmanship. It was a real pleasure to connect them with the land and craft that sits at the heart of the wines and cuisine we make and share. Adding a 'hands on' element to the experience helped lift the energy and create a genuine sense of connection for all involved. We look forward to delivering another unique itinerary for these outstanding brands when the Formula One roadshow returns next year."

Mat Janes, Consumer & Business Development Director APAC, CHANDON

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