

FOOD AND BEVERAGE

Veuve Clicquot circles back to city of LA for Polo Classic 2024

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The Veuve Clicquot Polo Classic will return to Los Angeles from 11 a.m. to 6 p.m. PT on Saturday, Oct. 5, 2024. Image courtesy of Veuve Clicquot

By LUXURY DAILY NEWS SERVICE

Tickets to a tentpole event from LVMH-owned Champagne maker **Veuve Clicquot** are now available for purchase.

The company has announced that its Polo Classic will return to Los Angeles for the first time since 2021. This year, Veuve Clicquot is transforming the city's Will Rogers State Historic Park into a venue fit for its French Riviera-inspired Sun Club concept, which comes complete with wine bars, limited-edition merchandise and photo moments from 11 a.m. to 6 p.m. PT on Saturday, Oct. 5, 2024.

Veuve Clicquot Polo Classic heads back to home city

The annual one-day event offers a full day of sport, celebrity sightings and a variety of consumer-facing activations from the Champagne house.

Two new products will also be unveiled at the Veuve Clicquot Polo Classic. The maison is giving guests a chance to taste its reimagined Rich and Rich Ros cuves, both of which are available across the U.S. this fall.



Veuve Clicquot is giving guests a chance to taste its reimagined Rich and Rich Ros cuves, bottled with a design inspired by the French Riviera and available nationwide this fall. Image courtesy of Veuve Clicquot

The notes that the “easy-to-drink” Champagnes were created to be enjoyed on ice in a variety of leisure settings, whether at home, poolside, on the beach or amid the slopes.

Besides the bubbly, match fans can look forward to a faceoff between Argentine polo player and Team Veuve Clicquot captain Nacho Figueras and Team Will Rogers beginning at 2 p.m.

Those interested may visit Veuve Clicquot’s Polo Classic site for more event details at <https://www.veuveclicquot.com/en-us/poloclassicveuveclicquot.html>.

The event continues the brand’s association with polo in America ([see story](#)).

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