

## Amadeus announces exclusive partnership with Champagne Lanson

2 years ago



In a fusion of culinary art and world-class beverages, catering company [Amadeus](#) has proudly announced its new supplier partnership with Champagne Lanson, leaders in premium champagne supply.

The partnership with Champagne Lanson was driven by Amadeus' thirst to upgrade their premium offer with customers across all NEC Group venues, including ICC Birmingham's back-of-house, chef's table concept 'Dine By Amadeus'.

Designed to add even greater variety to the offer presented to event organisers when choosing menus, Dine By Amadeus provides exclusivity and privacy, located within the bustling ICC kitchen. The Amadeus team can now showcase the great quality champagne and food pairings to prospective clients when undertaking conference and banqueting menu tastings.

The partnership also extends to premium experiences at Birmingham's two arenas – Resorts World Arena and Utilita Arena Birmingham- where guests can book premium hospitality packages including delicious dining, private balcony seating and exclusive bar access at over 200 shows and events each year.

Founded in 1760, Maison Lanson is one of the world's oldest Champagne Houses, and has maintained their family values for over 260 years. "The partnership represents a union of shared values and a mutual passion for excellence. This collaboration is more than a business venture; it's a celebration of the finer things in life," said Laura Dawson at Champagne Lanson.

As part of the new partnership, Amadeus worked closely with the Champagne Lanson team to provide

exclusive ranges and create exciting point of sale activity – including a champagne bike, which the team rollout at their venues and events.

Marc Frankl, Food and Beverage Director at Amadeus said: “Partnerships are vital to our success, and we are thrilled to welcome Champagne Lanson into the Amadeus family.

“The synergies between our values at Amadeus and Champagne Lanson in both customer satisfaction and high-quality will undoubtedly provide our guests across our venues with elevated dining and event experiences.”

Nicky Burgess, Head of Sales (Premium and Groups) said: “We are very excited to bring Champagne Lanson to our existing premium dining experience with clients. Partnering with the highest quality champagne supplier aligns perfectly with our commitment to offer only the best.”

Clients and customers of Amadeus can now expect a greater premium champagne and culinary offering, with events, galas, and gatherings further enhanced by the bubbly brilliance of the Champagne Lanson range.