



KRUG

CHAMPAGNE

JULIUS JAUNAY ARRIVAL IN AUSTRALIA  
HERITAGE DEPARTMENT / 18 AUGUST 2015

# SUMMARY

- Only 20 years after its founding the House of Krug shipped the first bottles of Krug champagne to Australia. In 1863, 25 cases of Krug champagne were dispatched to Melbourne and 25 to Sydney.
- As early as 1863 Krug sent dispatches of champagne to consignees, Curcier & Adet, who managed import and sale of Krug champagne in Australia. In the late 1870s the House granted them the sole agency for the country.
- In 1879 Julius Jaunay, a nephew to Joseph Krug and his wife Emma Jaunay, emigrated to Australia intending to start a business in the country. Krug's Australian agents welcome the young man and support him in his project.

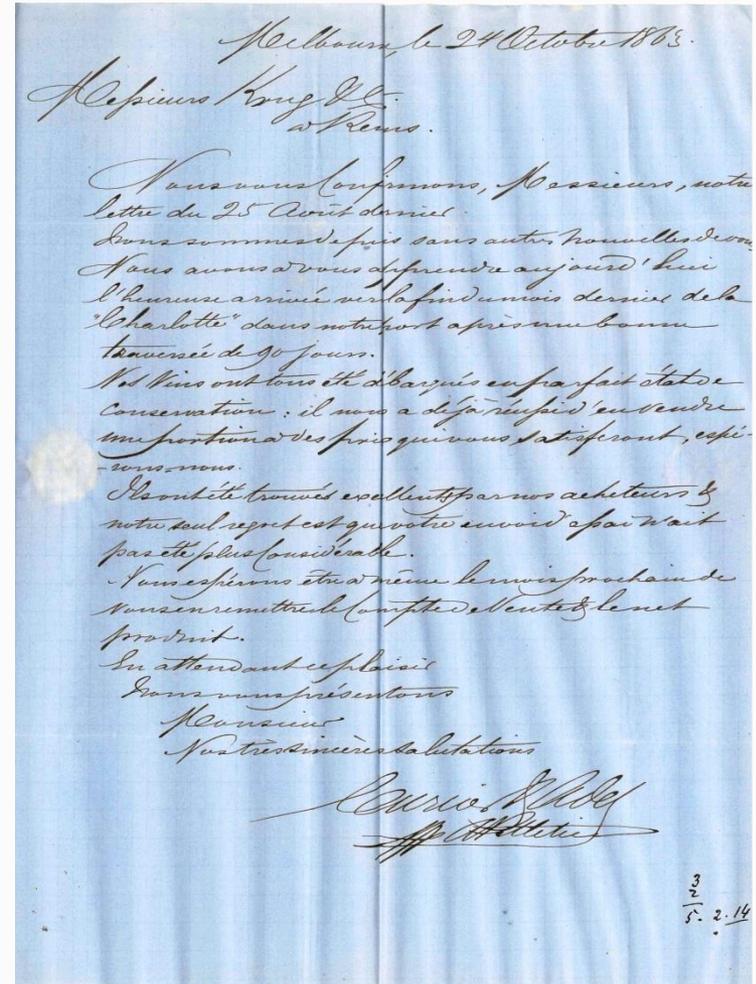


Two men carrying a case of Krug champagne  
Copied from the collections of the State Library of New South  
Wales. Paul Wenz, Nanima station, Forbes

# AS EARLY AS 1863

- **The oldest shipment of Kug champagne to Australia found to-date in the House's archives was dated 1863.**
- **In Melbourne...**  
On 24 October 1863, **Curcier & Adet from Melbourne** acknowledge good reception of **25 cases of Krug champagne** arrived safely at the end of September on board the ship "Charlotte" 'after a 90-day voyage.' They wrote: 'Your wines were all disembarked in perfect condition and we have already managed the sale of a part of them at a fair price. They were found excellent by our clients. And we only regret that your dispatch was not more considerable.'

Letter addressed to the House by Curcier & Adet from Melbourne confirming good receipt of 25 cases of Krug champagne to their port.  
Melbourne, 24 October 1863  
Maison Krug archives

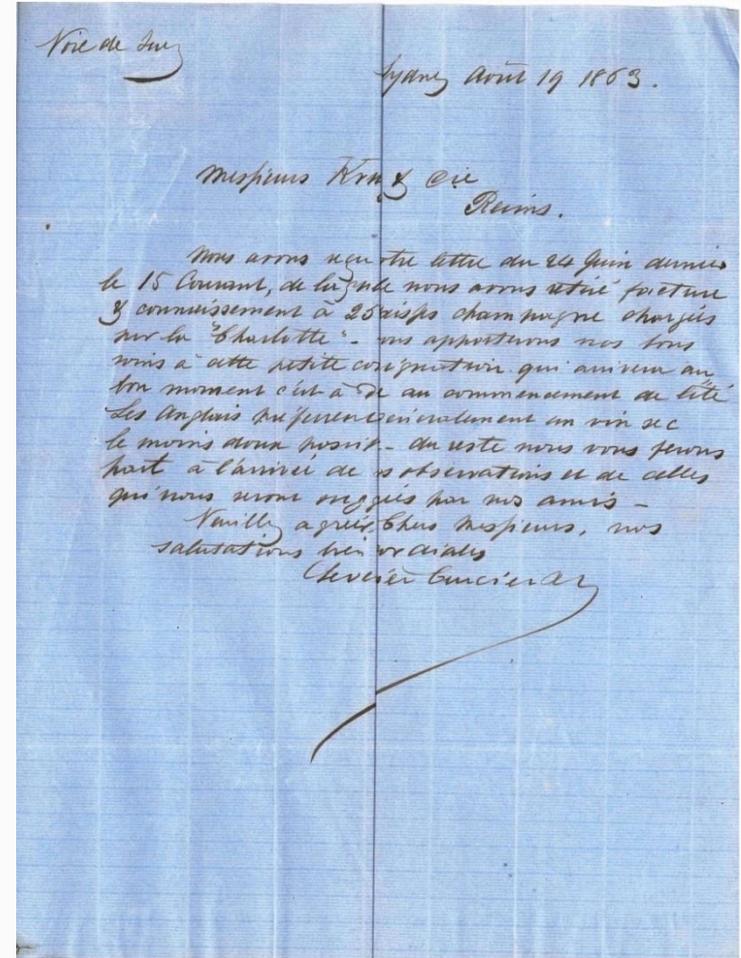


# AS EARLY AS 1863

■ ... And in Sydney

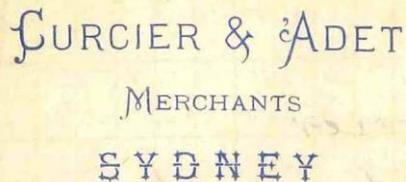
On 19 August 1863, **Leverrier Curcier & Co. in Sydney** acknowledge receipt from the invoice and a bill of lading addressed by the House for shipment of **25 cases of Krug champagne** by sailing-ship “Charlotte”: *‘This small consignment will arrive on the dot of early summer. The English prefer a dry wine, the less sweet possible.’*

Letter addressed to the House by Curcier & Adet from Sydney acknowledging good receipt of the shipping documents for 25 cases of Krug champagne to Sydney.  
Sydney, 19 August 1863  
Maison Krug archives

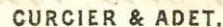


# CURCIER & ADET CONSIGNEES IN MELBOURNE AND SYDNEY

- Curcier & Adet in Melbourne and in Sydney are the Australian subsidiaries of a French company based in Bordeaux, Curcier & Adet.
- In April 1863, Curcier & Adet, a ship-broker from Bordeaux, address a letter to the House of Krug: *'Mssrs Dandicolle and Gaudin aîné from our city having reported to us your intending to ship your wines to our firms in Melbourne and Sydney, we are pleased to offer their services. And we assure you that they will do their utmost to serve your interests at best.'*
- Regarding the wines, Curcier & Adet stress that: *'The wines must be of good quality, very dry, very white and good sparkling. The dispatch must be equally composed with bottles and half-bottles packed in crates preferably to baskets, cases being safer in a long voyage.'* They suggest to ship the same quantities to Melbourne and Sydney.



CURCIER & ADET  
MERCHANTS  
SYDNEY



CURCIER & ADET.

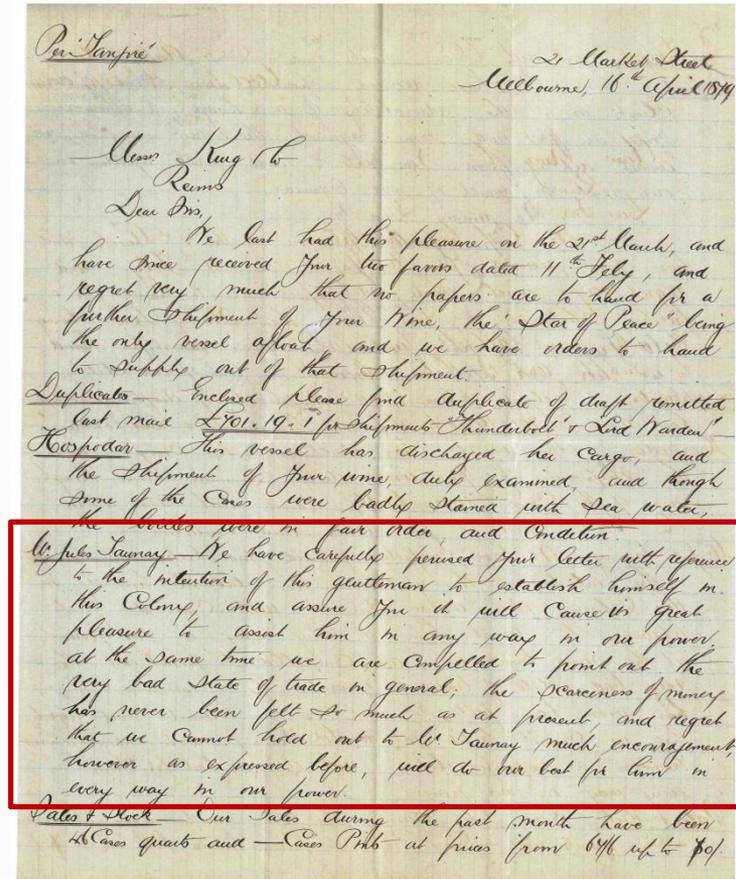
21 Market Street.

Melbourne, Oct 11<sup>th</sup> 1881

Headed-paper letters from Curcier & Adet in Sydney and Curcier & Adet in Melbourne.

# JULIUS JAUNAY EMIGRATES TO AUSTRALIA

- In 1879 Julius Jaunay, a nephew to Joseph Krug and his wife Emma Jaunay, emigrates to Australia. Paul Krug informs the House's agents in Australia, Curcier & Adet, about the plans of his cousin.
- On 16 April 1879 Curcier & Adet from Melbourne reply: *[We] assure you it will cause us great pleasure to assist him in any way in our power. At the same time we are compelled to point out the very bad state of trade in general; the scarceness of money has never been felt so much as at present, and regret that we cannot hold out to Mr Jaunay much encouragement. However as expressed before we will do our best for him in every way in our power.'* On 11 May 1879 the agents remark: *'We have seen a great deal of this young gentleman and shall use our best endeavours to further his objects in view, and will bear in mind your recommendations and instructions.'*
- On 11 June 1879 the agents announces the House Jaunay's departure from Melbourne on 28 May to visit Mr Cunningham's Station where he intends staying for about a month with the objective of gaining Colonial experience. On 3 October 1879 Jaunay is still in *'the Mount Battery Station of Messrs Cunningham.'*



A letter addressed to the House by its Australian- Curcier & Adet, referring to Julius Jaunay emigrating in the country. Melbourne, 16 April 1879. Maison Krug archives