



Piper-Heidsieck Advertorial

This advertorial appeared in Food & Wine magazine, offering a culinary pairing for each expression of Piper-Heidsieck champagne. For an *advertorial*, the Art Director strays from the established branding — in direct contradiction to an *advertisement* — though does integrate some of its elements (color or typography, etc.)...the objective being a sense of 'third-partiness', as if the piece is simply another article within the publication.