

**FOR IMMEDIATE RELEASE**

***Hennessy unveils X.O La Carafe,  
a bold new decanter for the world's most exclusive party hot spots***



**Cognac, France, September 18, 2024** - Hennessy, the world-renowned cognac brand, proudly introduces its latest creation, Hennessy X.O La Carafe - a magnetic X.O decanter crafted specifically for tastemakers and top exclusive party venues around the world. Impossible-to-ignore, X.O La Carafe pays homage to one of the brand's most iconic and timeless silhouettes, while adding a disruptive twist with an inside-out design.

The decanter's vibrant shape, imagined by Chafik Studio, is a modern adaptation of the Hennessy X.O iconic silhouette and houses the timeless X.O blend. Its unique and innovative design is characterized by:

- A tailor-made manufacturing process, that makes each piece truly unique and special. Unlike fully automated production, every carafe is created through a semi-automated process and polished manually— a perfect balance of craftsmanship and technology.
- An illuminated clip in, clip out luminous base, which can be taken off and recharged for continuous and more responsible use.

Hennessy's new X.O decanter has been meticulously designed for the most influential hot spots around the globe, making its debut in exclusive night clubs, party and vibe dining venues in China, France, Malaysia, Singapore, the UK and the US, where only the finest tastes are celebrated.

Hennessy X.O will elevate the drinking experience with a captivating serving ritual: the carafe will be brought to the table surrounded by dramatic lighting that gives the illusion of a ring of fire. This striking presentation is paired with bespoke X.O glasses, uniquely designed to fit on a noughts and crosses board.

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Hennessy X.O, first crafted in 1870, introduced the world to the concept of 'Extra Old' cognac, and is renowned for its iconic cut glass carafe created almost 80 years ago, reflecting the luxurious nature of X.O. Today, the uncompromised Hennessy X.O blend remains unchanged with its complex notes of candied fruits, spices, and dark chocolate - the X.O blend can be savored neat, on the rocks, or in X.O cocktails.

For further information, please contact: [asall-ext@moethennessy.com](mailto:asall-ext@moethennessy.com)

### **About Hennessy**

*Founded on Richard Hennessy's pioneering spirit and with a legacy of over 250 years, the brand spans over 160 countries, but remains rooted in the Charente region in France. Beyond its iconic cognacs, Hennessy embraces cultural collaborations, evidenced through its many partnerships with visionary artists from around the world. Over the years, Hennessy has worked with cultural icons in design, art, fashion and music to celebrate a diverse range of creativity to reflect the multi-faceted nature of the brand and to bring to life the Hennessy cognac's versatility.*

*For further information, serves and collaboration details, please visit [Hennessy.com](https://www.hennessy.com) or follow [@Hennessy](https://www.instagram.com/Hennessy) on Instagram.*