





WELCOME BACKSTAGE

THE EXPERIENCE

OF A **LIFETIME**

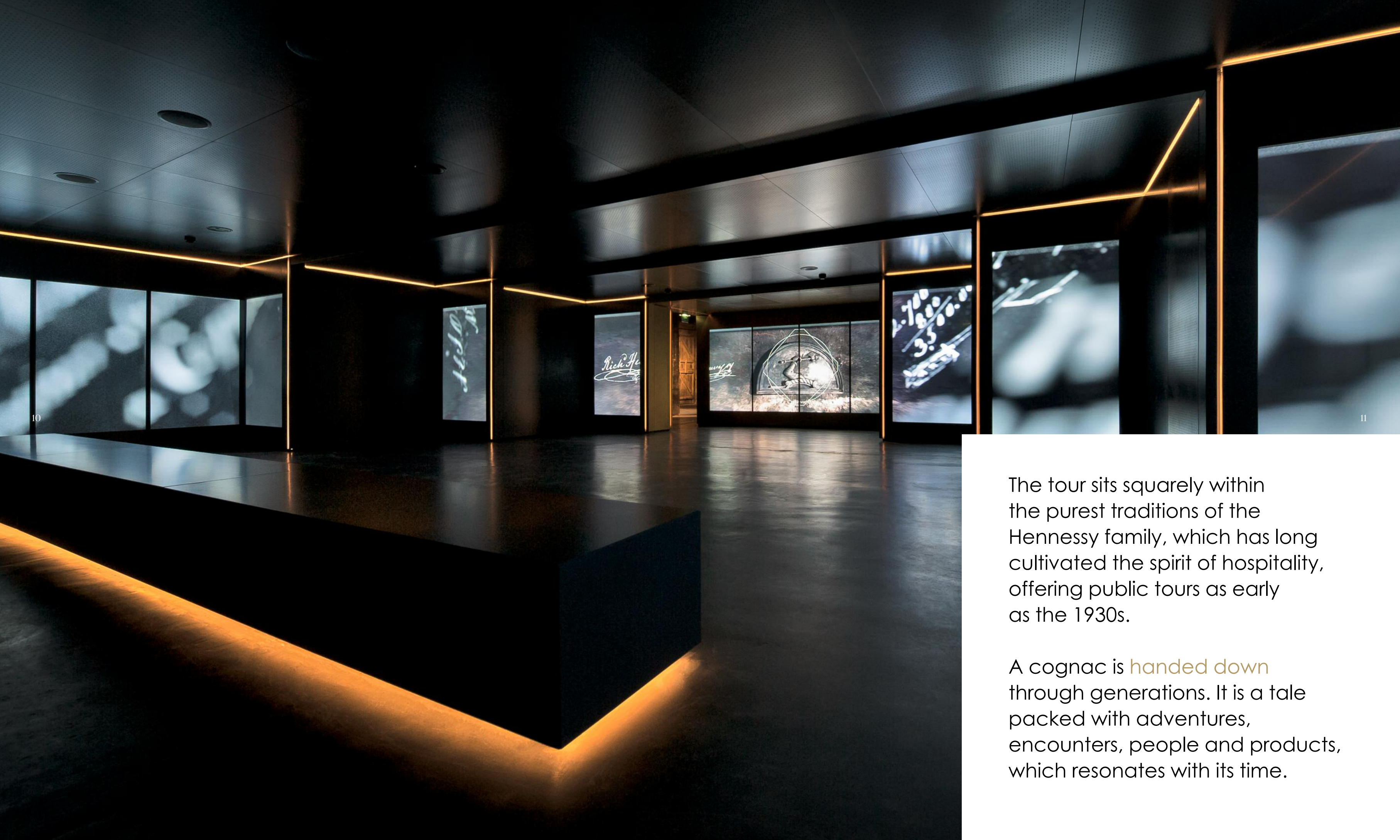




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HENNESSY,
the world leader in cognac
and a pioneer of wine tourism,
is reinventing its visitors' center to
offer an innovative experience:
a dynamic multi-sensory journey.

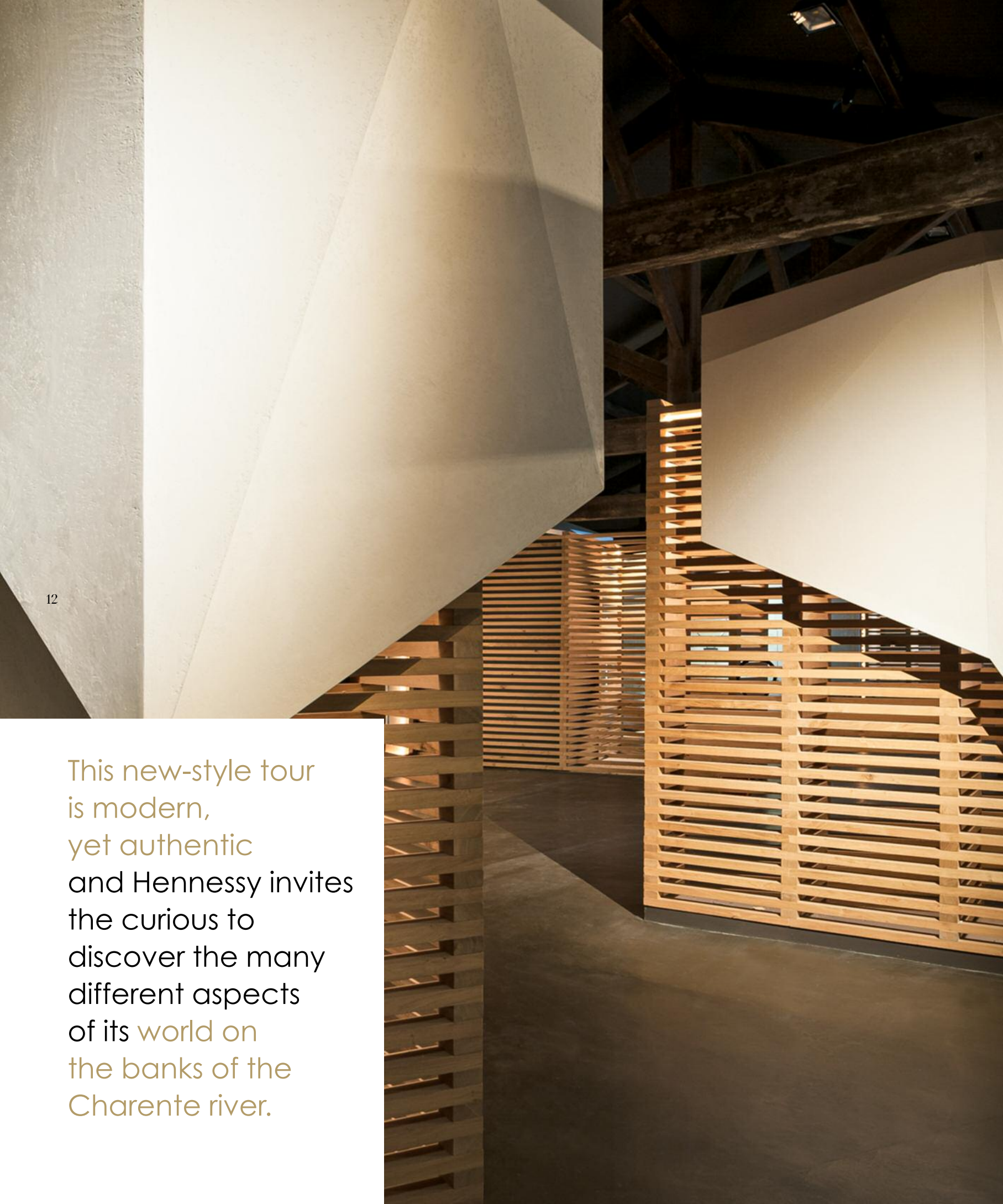


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The tour sits squarely within the purest traditions of the Hennessy family, which has long cultivated the spirit of hospitality, offering public tours as early as the 1930s.

A cognac is **handed down** through generations. It is a tale packed with adventures, encounters, people and products, which resonates with its time.



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This new-style tour is modern, yet authentic and Hennessy invites the curious to discover the many different aspects of its world on the banks of the Charente river.



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Following in the footsteps of eight generations of the Hennessy family and the Fillioux family, their Master Blenders, visitors are immersed in an elegant, creative universe designed in stylish contemporary colours.

Present in more than 130 countries, for over 250 years Hennessy has been a peerless ambassador for a unique heritage.

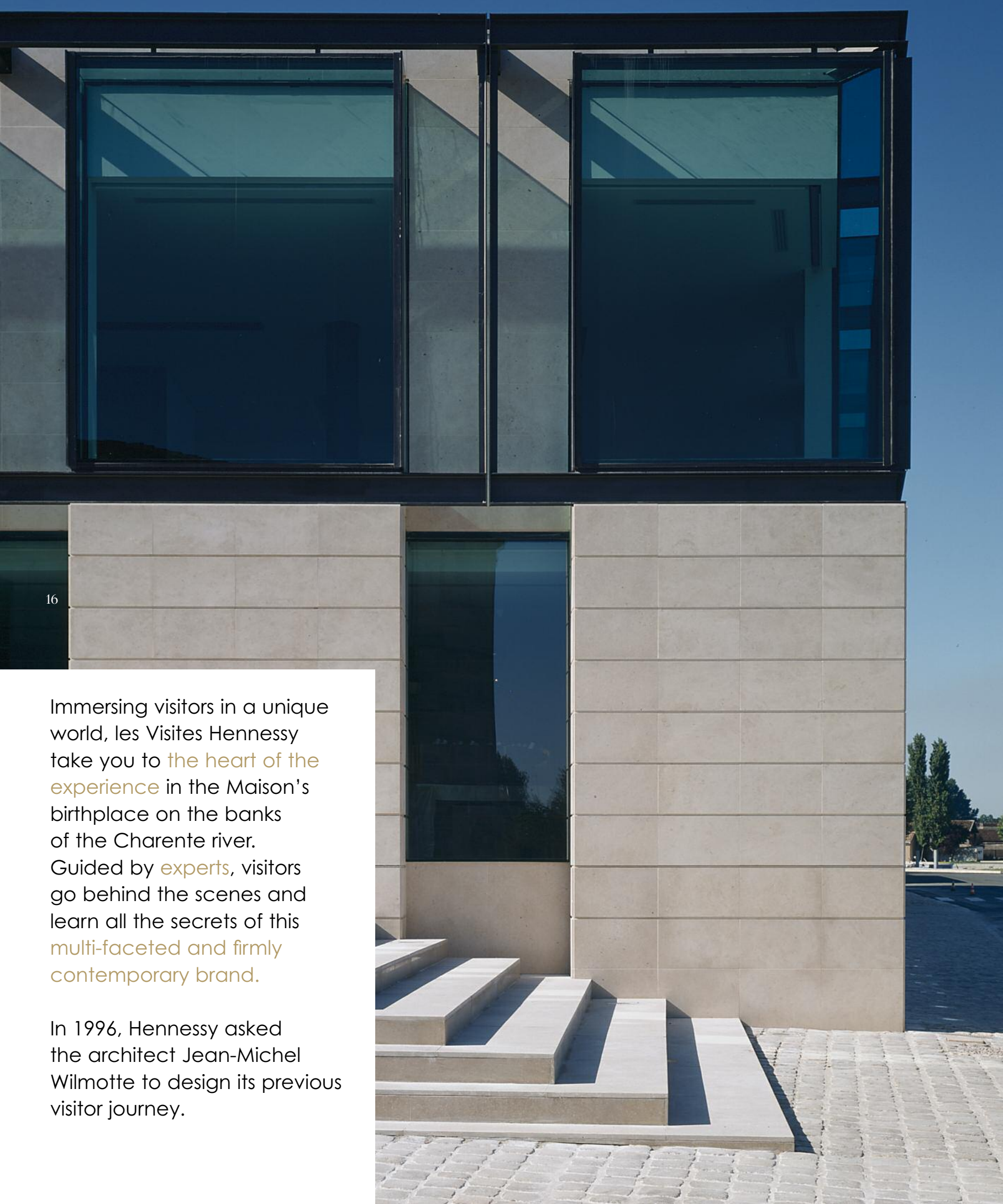
A

CHAIN

OF EXCELLENCE

for a blend of talents





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Immersing visitors in a unique world, les Visites Hennessy take you to **the heart of the experience** in the Maison's birthplace on the banks of the Charente river. Guided by **experts**, visitors go behind the scenes and learn all the secrets of this **multi-faceted and firmly contemporary brand**.

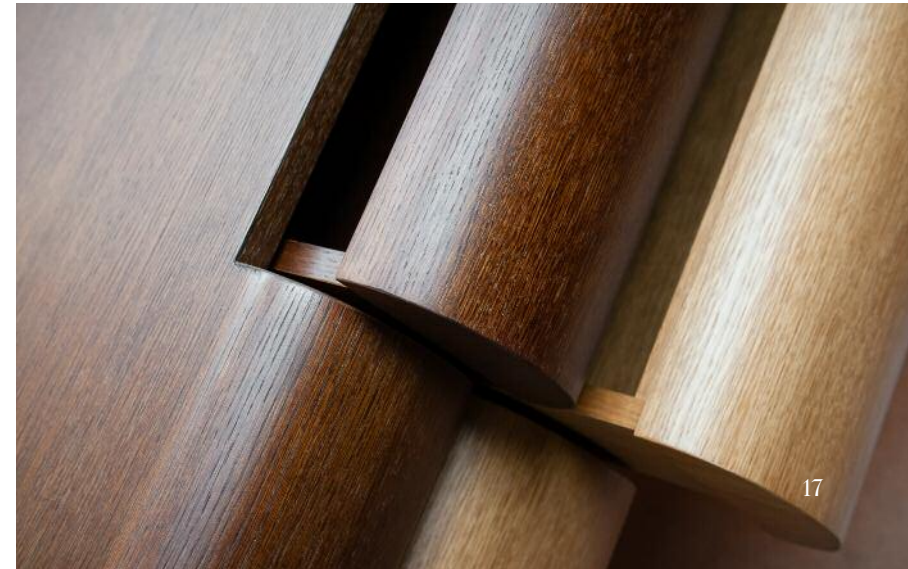
In 1996, Hennessy asked the architect Jean-Michel Wilmotte to design its previous visitor journey.

Twenty years later, a multidisciplinary team is reinventing the tour experience under the guidance of the AIMKO design agency. The team comprises creative director and set designer Benoît Munoz, Yves Kneusé, who is overseeing the architecture of the pavilions, and **Benjamin Graindorge**, whose fluid, confident designs punctuate the journey. This is the designer's first boutique and museum project.

Benjamin Graindorge, graduated from ENSCI – Les Ateliers design school in Paris in 2006 and is considered one of the most talented French designers. He has won numerous awards and was artist in residence at the Villa Kujoyama in Kyoto before designing the exhibition space for the Biennale Internationale Design Saint-Etienne 2010. He has worked with Ligne Roset, Artuce and Moustache. His first solo exhibition was at the Ymer & Malta gallery in 2011 and he is currently collaborating on a design research project with them. For Hennessy he has designed, among other things, the interiors of the workshops and boutique.

The project

"**Blending** was the **guiding thread** of this project and the global scale really appealed to me. My work as a designer entails composing, structuring and assembling. I use industrial tools and methods, but I like to use them in a craft production. Our work with the AIMKO agency built on Jean-Michel Wilmotte's work, which provided the perspectives for **the new framework**. The Pavilions make clear and powerful architectural statements from the outside. Alongside this bold design, I developed a more everyday, domestic universe. **I put my faith in simplicity**. When designing the Tasting Workshop, I took inspiration from workshops and bars. For the interior design of the tasting, reception, office and boutique spaces, I favoured natural local colours combining wood, copper, glass and overlaid pieces of wood. You really get a sense of the materials."



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A MULTI-SENSORY JOURNEY



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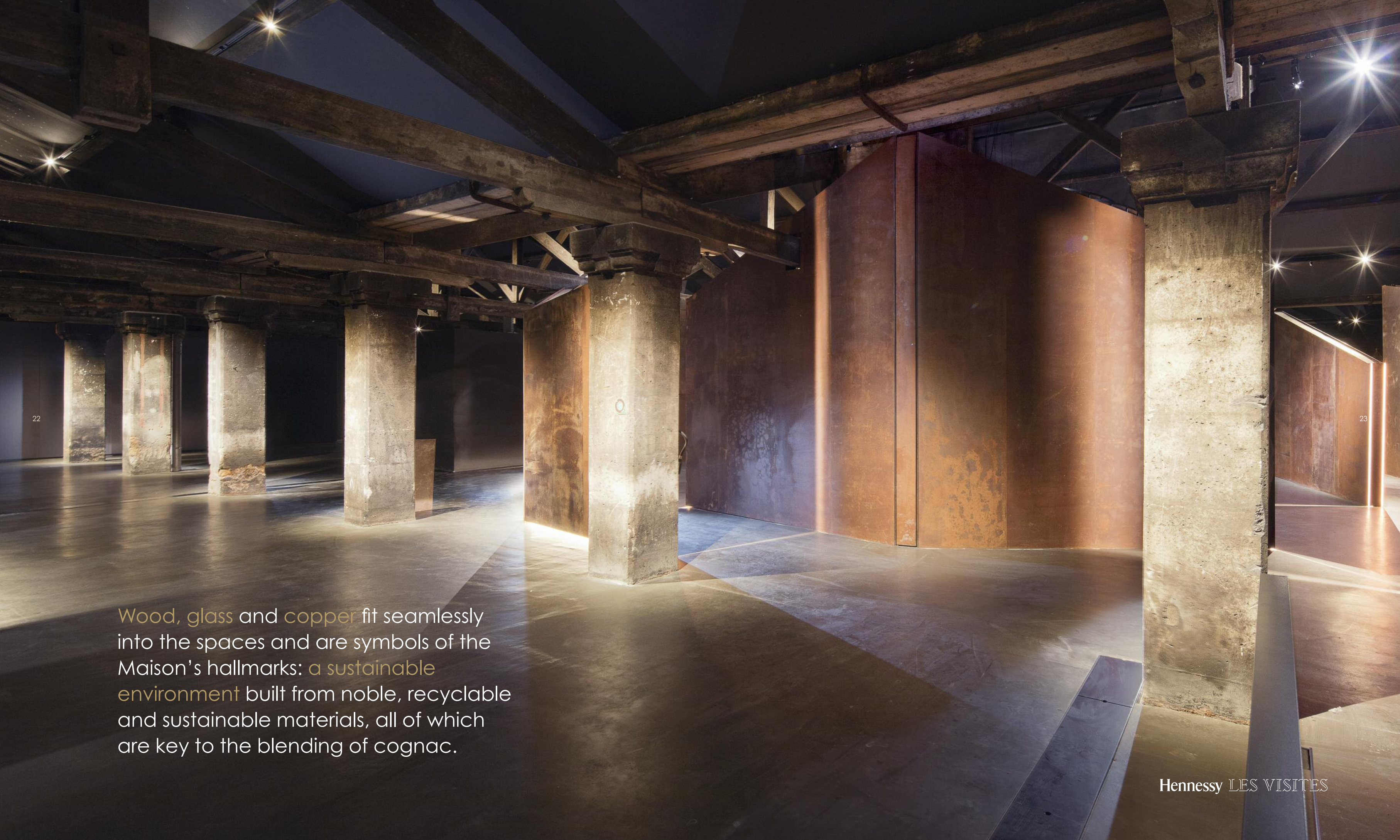
Pure, aesthetic and inspiring, this new journey, based on the steps in the cognac making process, plays with our senses creating surprises and emotions. A 360° immersion in the universe of Hennessy. The men and women who started its story and those who continue to shape it today take the visitor on a private, intimate journey to the heart of the Hennessy Maison. Colleagues of today and yesteryear share their passion and expertise to bring a surprising and unique multi-sensory experience to life.



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The emphasis is on creation, starting with an exhibition of portraits by the artist Anton Corbijn depicting the people who work behind the scenes to ensure the excellence of Hennessy cognacs.

Hennessy LES VISITES



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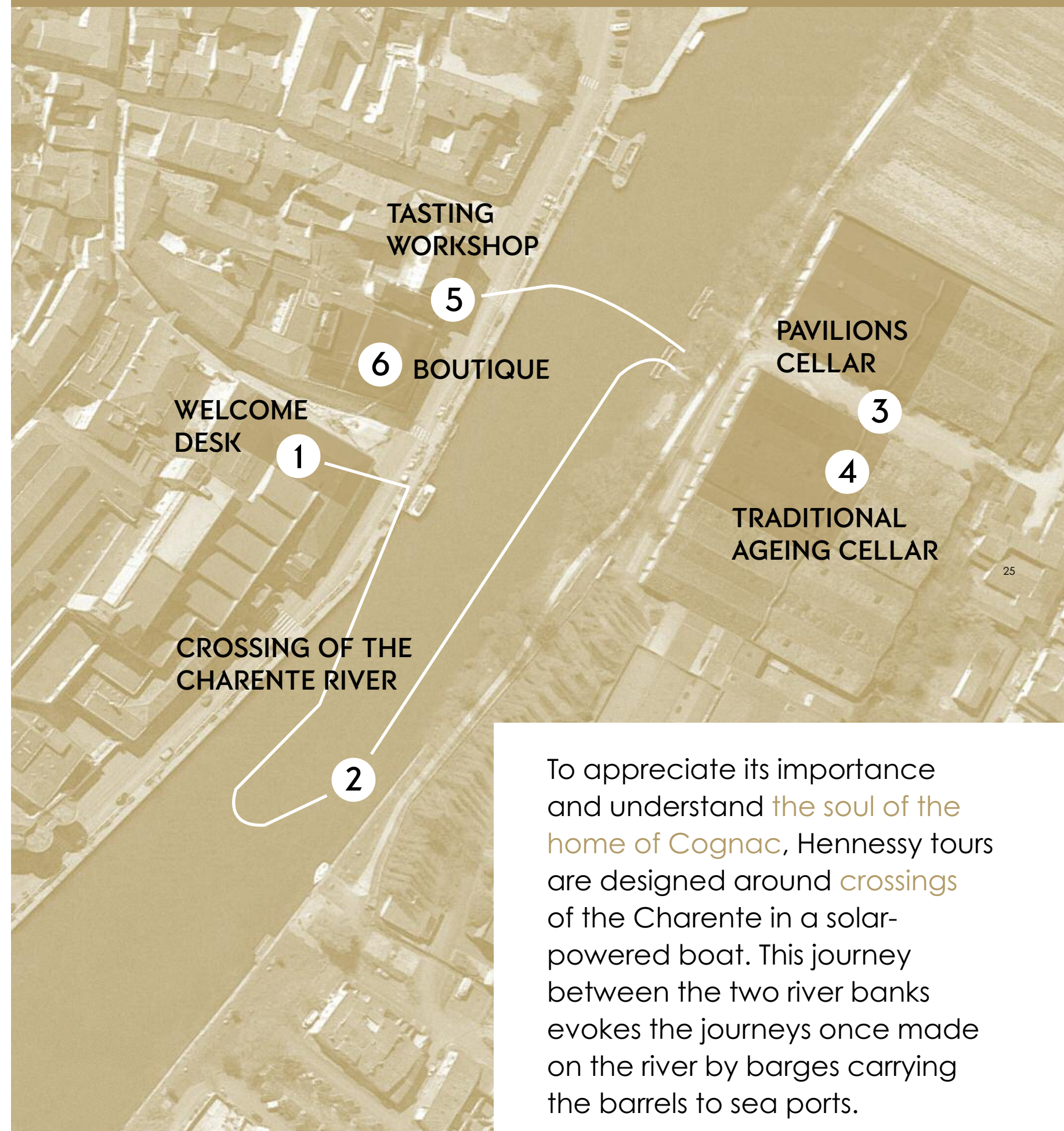
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Wood, glass and copper fit seamlessly into the spaces and are symbols of the Maison's hallmarks: a sustainable environment built from noble, recyclable and sustainable materials, all of which are key to the blending of cognac.



A JOURNEY BETWEEN TWO RIVER BANKS

Without the Charente river,
cognac would not be
what it is today.



To appreciate its importance and understand the soul of the home of Cognac, Hennessy tours are designed around crossings of the Charente in a solar-powered boat. This journey between the two river banks evokes the journeys once made on the river by barges carrying the barrels to sea ports.

THE

CELLARS



THE PAVILIONS CELLAR

28

The first part of the tour is the Pavilions Cellar, which features a contemporary design and bold artistic statements, enhanced by the use of noble sustainable materials.

29

Here you can explore the 250-year old history of the Hennessy family, pay homage to the “crafts and people” who have shaped the history of the Maison and who still ensure the excellence of the products on a daily basis. You can find out more about the world of Hennessy and the talented people behind the scenes, be they creators, artists or designers. These three approaches illustrate the dynamism and energy of Hennessy, as the Maison strikes the perfect balance between authenticity and modernity.



the worlds
of Hennessy

32

33

THE TRADITIONAL AGEING CELLAR

34



35

In the bustling ageing cellar, visitors are taken to the heart of the eau-de-vie making process, an art which relies on a perfectly honed mastery of time. Testimony to this is the noble alignment of oak casks, the black stone walls, the evaporation of the eaux-de-vie – the “angels’ share” – the aromas that stir in the darkness... All tell the story of cognac and the sophistication of the blending process.

THE TASTING WORKSHOP

The only Maison to have a Tasting Committee, Hennessy opens the doors of its workshop, shares its know-how and offers visitors the chance to step into the shoes of a Tasting Committee Member.



In this fascinating environment, experts explain the different steps in cognac production, reveal the secrets of Hennessy products and teach visitors how to taste them. Visitors learn the theory and practice of tasting like a professional.



THE BOUTIQUE

The only space in the world bringing together *the entire Hennessy collection*, including limited editions. The 250-square metre boutique is arranged around a brightly lit showcase containing the most exceptional exhibits.



"Throughout the tour, the transition from one space to the next must be smooth, fluid and continuous; the boutique is a tribute to *Hennessy's mastery of the 'art de vivre'*. It is central to its story as it continues the explanation of the tasting rituals. The four items of furniture showcase the four Hennessy ranges. My work begins with the sense of touch and the hand. I'm more interested in being able to handle an object than presenting it as a museum piece. Objects have to be accessible. The wall fittings surround the space. The proposed new design draws on an existing philosophy and our ambition is to make sure it lasts well into the future."

Benjamin Graindorge

LES VISITES HENNESSY

Les Visites Hennessy offer a 360° experience
of the Hennessy Maison.

TOURS IN 6 LANGUAGES: ENGLISH, FRENCH,
SPANISH, GERMAN, RUSSIAN AND CHINESE.
GROUP OF 25 PEOPLE MAXIMUM.

—
OPEN ALL YEAR ROUND (OPENING MAY 23, 2016)
WITH OR WITHOUT RESERVATION
ONLINE TICKETING:
lesvisites.hennessy.com

—
“TOURISME HANDICAP” LABEL
THE WHOLE TOUR IS ACCESSIBLE
TO PEOPLE WITH REDUCED MOBILITY

—
“VIGNOBLES ET DECOUVERTES” ACCREDITED
(LABEL AWARDED BY ATOUT FRANCE)

—
45 MINUTES FROM ANGOULEME RAILWAY STATION
1 HOUR AND 15 MINUTES FROM BORDEAUX AIRPORT
AND RAILWAY STATION
1 HOUR AND 15 MINUTES FROM LA ROCHELLE AIRPORT
AND RAILWAY STATION

HENNESSY SIGNATURE

Discovering the Maison

An introduction to the art of tasting with Hennessy V.S and V.S.O.P

PRICE: 18 EUROS / <25 PEOPLE / 80 MINUTES

HENNESSY X.O SYMBOLE

An insight into the secrets of Hennessy X.O, one of the Maison's
most iconic products created in 1870.

PRICE: 30 EUROS / 12-15 PEOPLE / 90 MINUTES

HENNESSY EXCEPTION

An exceptional tasting of Hennessy's precious cognacs,
Hennessy X.O and Paradis in a private salon coupled with an
exclusive visit of the Paradis cellar, the iconic location where
some of the Maison's oldest eaux-de-vie are stored.

PRICE: 75 EUROS / <10 PEOPLE / 120 MINUTES

HENNESSY VISITE À LA CARTE

A la carte programme with a private guide for an exploration of
exceptional Hennessy locations* usually closed to the public.
After the tour, visitors can choose to visit the Bataille vineyard, Le
Peu distillery, Hennessy cooperage or the Paradis cellar
(one to four private locations in addition to the 360° tour).
Finishing up with a tasting in a private room offers a unique
insight into the ageing process and the blending of eaux-de-vie.

PRICE: CONTACT US TO COMPOSE YOUR VISIT

*DEPENDING ON SITE OPENING TIMES.

A FEW FACTS AND FIGURES

A **250** YEAR
STORY

8 GENERATIONS
AND 2 FAMILY LINES

5 SENSES STIMULATED
THROUGHOUT THE VISIT

360°
IMMERSIVE TOUR
EXPLORING THE HISTORY
OF THE **HENNESSY** BRAND

90 MINUTE
TOUR

2400 M²
VISIT TOUR

100
DIFFERENT
HENNESSY REFERENCES
IN THE STORE

1815
AGE OF THE OLDEST
EAU-DE-VIE IN
THE PARADIS CELLAR

90%
RECYCLABLE
MATERIALS
USED

6
LANGUAGES



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PHOTO CREDITS

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