



HENNESSY PRESENTS A UNIQUE AND IMMERSIVE TRAVEL RETAIL EXPERIENCE: THE "SENSES OF HENNESSY" COGNAC FINDER

Maison Hennessy proudly announces the premiere of “Senses of Hennessy,” a playful and innovative sensory experience in its Travel Retail landscape.

The “Senses of Hennessy” cognac finder — a multi-sensory, touchscreen console offering a personalized journey of discovery — debuted this month at *Les Caves Particulières* in the Paris Charles de Gaulle airport (Terminal 2E), the store created in collaboration with Group ADP, Lagardère Travel Retail and SDA.

This interactive sensory experience also will be showcased and presented at the “Open Kitchen”, on the LVMH booth at Viva Technology 2022 in Paris from June 15th to 18th.

AN UNPRECEDENTED WAY TO EXPLORE HENNESSY COGNACS

All travelers, newcomers or cognac connoisseurs alike, may now immerse themselves further in the emotion and passion behind Hennessy blends— even without a tasting.

“We wanted to offer travelers a new way of discovering the Hennessy cognac collection. In that spirit, Moët Hennessy is pioneering luxury experiences by combining technology and emotion. We want to invite customers to step into the Hennessy universe and find the blend that is perfect for them” said Edouard Dordor, Global Travel Retail Marketing & Business Director.

The “Senses of Hennessy” sensorial cognac finder creates a heightened sensation of discovery by drawing on the senses of hearing, sight and smell in a way that appeals to all customers, regardless of their degree of familiarity or expertise in cognacs.

Developed under the supervision of Renaud Fillioux de Gironde, Hennessy's eighth-generation Master Blender, this interactive platform uses disruptive technology to rouse memories, spark interest and stir desire.

Nature and its influence on cognac-making is reflected through images, impressions, scents and sounds and-help customers intuitively refine their appreciation of cognac. After selecting their preferred flavor and olfactory notes, they are guided through the intense, full and fruity signatures of Hennessy X.O, Hennessy X.X.O, Hennessy V.S.O.P, James Hennessy and Hennessy Paradis cognacs. The resulting profile may surprise: it just might be that their “perfect cognac” is one they've never tried before. Now, in less than 10 minutes, it has found them.



AN OLFACTORY DISCOVERY OF HENNESSY COGNACS

Because Hennessy cognacs are blended using the finest ingredients, Master Blender Renaud Fillioux de Gironde worked with an expert perfumer to develop sophisticated olfactory signatures that reveal each cognac's unique character.

"While it's impossible to fully reproduce the smell of a cognac through fragrance, olfactory precision is obviously essential to the Master Blender's art. For me, working alongside an expert nose to share some of the various notes found in Hennessy cognacs was an enriching dialogue. The result is a powerful reminder that relying on all the senses — sight, smell, touch, hearing and taste — and the emotions they elicit is the reason we have been able to pass down Hennessy savoir-faire for eight generations." said Master Blender Renaud Fillioux de Gironde.

Hennessy brought this immersive experience to life through its collaboration with a leading-edge technological partner: AirParfum. Part of the Puig group, AirParfum offers an innovative olfactive platform that lets consumers sample countless perfumes without risk of sensorial saturation. "Senses of Hennessy" marks the first time this fragrance technology has been applied to the world of fine spirits.

Following the May 2022 premiere of the "Senses of Hennessy" experience at Paris Charles de Gaulle airport, Les Caves Particulières Terminal 2E Hall K, similar installations will roll out to selected Travel Retail environments through the end of the year.

ABOUT HENNESSY

The leader in Cognac, the Maison Hennessy has shone around the world with its exceptional know-how for more than 250 years. Built on founder Richard Hennessy's spirit of conquest, the brand is present in more than 160 countries. Based in the heart of the Charente region, Hennessy is also a steadfast pillar of the regional economy. The House's success and longevity are rooted in the excellence of its cognacs, each of which is born of a unique process of transmission of know-how from generation to generation. The first spirits house to be certified ISO 14001, Hennessy unites its capacity for innovation and the support of all of its partners to protect this exceptional area. As a crown jewel of the LVMH Group, Hennessy is a major contributor to French international trade, with 99% of production sold in export, and a worldwide ambassador for the French art de vivre.

<http://www.hennessy.com>

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INTERNATIONAL VERSION ONLY – NOT FOR FRANCE