

Hennessy

HENNESSY MASTER BLENDER'S SELECTION N°2: A CELEBRATION OF CRAFT

Hennessy's Master Blender's Selection is the bespoke expression of a living art. For its second edition, Hennessy unveils a blend of bold elegance for craft cognac lovers.

COGNAC, FRANCE, October 25th, 2017 — At Maison Hennessy, the role and responsibilities of Master Blender come with a discreet luxury every artist dreams of: *carte blanche* to create a purely personal expression of the craft.

Like a self-portrait drawn freehand, the Master Blender's Selection is an intimate expression of creativity and passion. A blend based purely on imagination and innovation, it follows its own rules, traveling an individual timeline from vineyard to bottle.

The Hennessy Master Blender enjoys the freedom to create without constraint. By way of a palette, the Master Blender draws on a selection of high-quality eaux-de-vie with great potential, which have been set aside in the cellar specifically for the Master Blender's creations. The Master Blender's selection comprises only a small fraction of the Hennessy reserves, one of the largest of their kind in the world.

Master Blender's Selection N°2 is crafted as if it were a recipe for sharing with family and friends. Innovative and unique by virtue of its hand-curated selection process, it is composed of eaux-de-vie that are at least 10 years old. Each is aged for 18 months in young coarse-grained French oak barrels before additional aging in old barrels. Thanks to their initial contact with young wood, the eaux-de-vie acquire unique flavors that come together over time in a harmonious, balanced blend of elegance and power.

Every Master Blender's Selection possesses a distinct personality. Master Blender's Selection N°2 was bottled at 43%, also known as "cask strength": this process gives the blend its gold-tinged dark amber hue and coaxes out aromatic tones defined by roundness with a hint of boldness.

Unlike most Hennessy cognacs, the Master Blender's Selection limited edition is a genuine single batch: it is blended only once, never to be replicated again. As befits a craft cognac, Master Blender's Selection N°2 will be revealed in late 2017 in a limited number of stores, and exclusively in the US — a tribute to one of the brand's first export markets.

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The Art of Craft Cognac, as Seen by Ugo Gattoni

Ugo Gattoni creates fantastical worlds all his own. For Master Blender's Selection N°2, the Paris-born illustrator and art director conjures up an exquisite universe in graphite and ink.

With a surrealist flair and a dollop of humor, Ugo Garroni has captured in a large-scale, immersive urban dreamscape the kind of meticulous attention to detail that is essential to the craft of cognac making at Hennessy.

"I love to invite viewers into an immersive experience that's realistic yet surreal," he says. "Seen from afar, the Master Blender's Selection N°2 cityscape appears to be one thing, but once you get closer, you find yourself surrounded by endless fascinating details. There's a lot going on, but at the same time it's very contemplative."

A unique, limited edition blend

At Maison Hennessy, cognac making is a living art that thrives on patience, passion and a unique know-how that has been cultivated for over 250 years. The fruit of generosity, Hennessy Master Blender's Selection can only come into existence with time, the highest finest raw materials and the know-how of many skilled craftspeople. Little by little, the eaux-de-vie they produce come together in a rare and precious expression of craft.

ABOUT HENNESSY

For more than 250 years, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts some of the most iconic, prestigious cognacs in the world.

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