

# Hennessy

## HENNESSY MASTER BLENDER'S SELECTION N°3: A NEW GENERATION

**Hennessy Master Blender's Selection N°3 marks a special milestone for the Maison  
Hennessy:  
this jovial, single-batch cognac is the first by 8th-generation Master Blender  
Renaud Fillioux de Gironde.**

At the Maison Hennessy, cognacs are not made, they are crafted.

To reflect this philosophy, the Maison Hennessy introduced the Hennessy Master Blender's Selection, a single-batch cognac crafted for no other purpose than complete freedom of expression. Like a handwritten letter, the Hennessy Master Blender's Selection is designed to be a personal statement, composed for no other reason than the pleasure of intimate creation

When, in 2017, Renaud Fillioux de Gironde succeeded his uncle and became the eighth-generation of Hennessy Master Blenders, the privilege of crafting his first Hennessy Master Blender's Selection was handed down to him.

A true craft cognac, Hennessy Master Blender's Selection N°3 is unique and innovative by virtue of its hand-selected blending process. It is composed exclusively of high-quality eaux-de-vie with great potential that have been set aside specifically to be used at the Master Blender's discretion.

For that reason, every edition of Hennessy Master Blender's Selection is unique and has a distinct personality. Crafted from eaux-de-vie that are at least seven years old, Hennessy Master Blender's Selection N°3 is a jovial, light amber cognac with golden reflections. It is characterized by roundness and gourmandise, featuring delicious notes of French sponge cake and toasted hazelnuts. On the palate, it is delightfully subtle and velvety yet persistent, with a touch of praline on the finish. In keeping with the tradition of this craft cognac series, it is bottled at 43%, also known as "cask strength", the ideal level for preserving the each eau-de-vie's distinct personality. It is best enjoyed neat, or over large rocks to ensure the cognac's structure remains intact.

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Unlike most Hennessy cognacs, the Hennessy Master Blender's Selection is a true single batch: it is blended only once, and is never replicated. As befits a craft cognac, Hennessy Master Blender's Selection N°3 will be revealed in late 2018 in a limited number of US locations, to be followed by international destinations.

## Hennessy Master Blender's Selection n°3: from vineyard to bottle, by Pierre-Marie Agin

For Hennessy Master Blender's Selection n°3, the advertising campaign reprises the historical narrative — of a family, of a process, of a state of mind – in a crisp, modern illustration by the French graphic designer Pierre Marie Agin.

Renowned for his intricate narrative style, Pierre-Marie Agin has created an exquisite image that intertwines emblems from the Hennessy family crest and with the process of blending cognac.

With meticulous lines, rich color and an unerring eye for detail, Pierre Marie Agin recounts a multi-layered story that reads from bottom to top, starting with the vines growing at the foot of the bottle and incorporating symbols from the Hennessy family crest — two boars, the arm and the broadaxe — and elements of the cognac-making process, from the barrel-makers to copper distillery and swan-neck tube. At the top are images of the 11 o'clock rendez-vous of the Tasting Committee, the Master Blender at work and the notes of toasted hazelnuts and pastries that distinguish Hennessy Master Blender's Selection n°3. This illustration invites examination again and again: with every viewing, a fascinating new detail meets the eye.

## Hennessy Master Blender's Selection: A unique, limited edition blend

At 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.

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## ABOUT HENNESSY

The leader in cognac, the Maison Hennessy has shined around the world with its exceptional know-how for more than 250 years. Built on founder Richard Hennessy's spirit of conquest, the brand today is present in more than 130 countries.

Based in the heart of the Charente region, the Maison Hennessy is also a steadfast pillar of the regional economy, a reflection of its commitment to and support of Cognac. The House's success and longevity are rooted in the quality of its cognacs, the result of a unique process of transmission from generation to generation.

The first wine and spirits house to be certified ISO 14001, in 1998, the Maison Hennessy mobilizes its capacity for innovation and the support of all of its partners, stakeholders in the sector, to preserve this exceptional area.

As a crown jewel of the LVMH Group, the Maison Hennessy is a major contributor to French international trade. It exports 99% of its production and participates in upholding France's reputation for excellence worldwide.

## PRESS CONTACTS

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