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LES VISITES HENNESSY EXPERIENCE

BEHIND THE SCENES OF AN EXTRAORDINARY BRAND



HENNESSY INVITES
EACH VISITOR TO
ENJOY A UNIQUE
TREAT FOR THE SENSES,
WHETHER THEY ARE
CASUAL TOURISTS
OR COGNAC
CONNOISSEURS.

We welcome you into our space and give you the knowledge you need to **understand how we craft our cognacs and our identity**. It is an interactive way to explore **the history** and **multi-faceted expertise** of Hennessy.


It is an opportunity to indulge in an unparalleled experience that is a **journey for all five senses**. The contemporary tour design features all the symbols associated with the brand — wood, copper and glass — and encourages visitors to discover **Hennessy's tradition of craftsmanship, creativity and international appeal**.

The final stop on our multi-sensory tours is the **tasting studio** where visitors sample Hennessy cognacs under the tutelage of a professional taster.

A JOURNEY FOR EVERY DESIRE.

Whether you choose a Signature, Classics, X.O Symbole or Exception public tour, your experience will be rich in discovery.

For a more intimate experience, there are two private tours that are guaranteed to be memorable. From Grapevines to Cognac takes visitors right into the vineyards and deep inside a traditional distillery to uncover the secrets of crafting cognac. The Hennessy Paradis Impérial tour sets out to explore a unique work of contemporary art, "The Quest", which serves as an allegory for the art of selection that goes into making eaux-de-vie.





TOURS

JOURNEYS FOR THE SENSES



IN PACE WITH THE SEASONS

It all begins in the cradle of the Hennessy legend, at the very place where Irishman Richard Hennessy opened the first Hennessy bar in 1765. The La Richonne building, the starting point for your richly informative tour, was designed by architect Jean-Michel Willmotte.

From April to October, you will cross from one bank of the Charente River to the other in a solar-powered boat. The boat will take you on a worthy detour to see the city from another vantage point: over the Saint-Jacques Door near the Cognac château where François I was born. This route echoes the movements of the barges that once filled the river, shuttling casks to sea routes.

From November to March, visitors continue by road and the Saint-Jacques Bridge.



BEHIND THE SCENES: HISTORY AND CRAFTSMANSHIP

The tour starts in the **Chai des Pavillons**, a 19th century storehouse that has been fully renovated to honour both authenticity and modernity. A fully immersive video plunges visitors into the **intertwining stories** of the Hennessy family and the Master Blenders, who for eight generations have hailed from the Fillioux family.

Next you will explore the **map of cognac “crus” linked to the soil and climate**, then learn about the life of the vineyards. This is where your senses are engaged: images and sounds from nature take visitors inside the vineyard and the work cycle. Now you will move into the area devoted to the **distillation process**. A visual, animated display enables visitors to track the stages and secrets of distilling, as wine becomes eaux-de-vie. Under their noses, they can smell the scent coming from crystalline bottles filled with eaux-de-vie. This is the first but certainly not the last olfactory experience of the tour. The video demonstrating **barrel making** gives visitors a peek into a hand-made tradition that is very much alive at Hennessy.

Hennessy is one of the rare cognac producers that owns and operates its own artisanal **cooperage** in house. The tour stops at the barrel workshop, whose wood is sourced from a forest of French oaks 280 hectares replanted by Hennessy each year to meet its supply needs as visitors learn about all the stages that result in a cask made entirely by hand. Details are given on ancient tools, showcasing the know-how and the importance of passing on the art of this traditional craft.

A few steps on, you will find a **modern gas still** and another coal-operated still typical of the 19th century.

Behind tall copper partitions, a globe celebrates the brand’s presence around the world. Cognac has been an export since the very beginning; today it is widely adopted and consumed in a variety of ways. Hennessy is sold in 160 countries and is presented here in a symbolic path among the **continents**, where images, sounds and light interact with one another from the four corners of the earth.





DISCOVER THE SOUL OF WOOD AND THE COOPERAGE

OLFACTORY AMBIANCE: “SMELL TO FEEL”

A new experience is available in the Chai des Pavillons for all tours starting from the X.O. Symbole tour. It delivers olfactory stimulation by releasing different scents as visitors watch a video about the forest and the cooperage. This immersion conjures surprising sensations with the smells of freshly cut wood, humus and wet earth, followed by the scents of dried and planed wood, then heated wood.



BEFORE CREATION

AT THE HEART OF AGEING



The second phase of the tour takes place in **the traditional ageing storehouse** which is still in use. The olfactory experience escapes as soon as the door opens.

Eaux-de-vie are stored in the barrels, where they evaporate naturally during a stage known as the “share of the angels”. This stage encourages the expansion of the torula, a fungus that feeds on the eaux-de-vie vapours on the stone and darkens it, imbuing the walls with a patina effect that makes the room feel even more solemn.

Stroll between darkness and light down the aisles formed from “**manches**”, rows of **barrels labelled and annotated in chalk by the storehouse team**.

Artisanal expertise protected and sustained by Hennessy. You can sense the hands that felt and worked the wood.

When the eaux-de-vie it contains reach the apex of their ageing process, they will be sent on for blending. Beyond a wrought iron gate, you can see the **demijohns**, rounded glass jars covered in wicker. They are used to store the remarkable eaux-de-vie that have achieved their maximum quality to prevent them from further ageing. A partitioned and well-guarded space called Paradis (“heaven”) is reserved for the most exceptional eaux-de-vie.

Before visitors leave the storehouse, the **eaux-de-vie blending process** is explained so they can grasp the stages that result in the final cognac.



THE ULTIMATE EXPERIENCE

TASTING

Back on the left bank of the Charente, visitors encounter a virtual depiction of the main office, standing alongside the Tasting Committee, with a short film shot behind the scenes.

For decades the committee has been meeting each morning at 11 and conducting a precise ritual in the same office. In this unchanging routine lasting one hour, every committee member, each of which is an expert in some stage of cognac production, tastes and makes notes on 50 samples to give their opinions.

This unique approach ensures the continuity of the selection, ageing and blending of the eaux-de-vie.

The last stage of the tour, **the tasting studio**, will mostly appeal to your taste, but also to your vision, smell and sense of touch through the glass. Guided by a Hennessy taster, you will learn to taste like a professional by observing the colours and aromatic notes embodied in cognac.



PRIVATE TOUR

FROM GRAPEVINES TO COGNAC

AN EXCLUSIVE, UP-CLOSE LOOK AT THE HENNESSY PRODUCTION FACILITIES TO UNDERSTAND THE ENTIRE PROCESS OF CRAFTING COGNAC, FROM THE VINEYARD TO THE DISTILLERY, AND TO MEET THE PEOPLE WHO MAKE COGNAC.

THIS TAILORED TOUR VARIES WITH THE SEASONS AND CAN BE MODIFIED AND ADAPTED TO ADDRESS THE SPECIFIC INTERESTS OF VISITORS.





A HALF-DAY IMMERSION IN COGNAC PRODUCTION

After a welcome coffee, you will set off on your exceptional experience. Like each of the Hennessy tours, this one begins with the **Chai des Pavillons** to gain an understanding of the basics. In this 19th century storehouse which has been fully renovated to honour both authenticity and modernity, visitors learn about and experience the brand's intertwining histories of two families, its craftsmanship and its reputation around the world (*for more details, see pages 6 and 7*).

IN THE WARM SEASON

From April to October, you and your guide will then head to the **Domaine de la Bataille**, whose 180 hectares of authenticity are a designated "pilot vineyard" for sustainable viticulture research. This is a special opportunity to visit areas that are usually closed to the public.

Visitors come face-to-face with the grapevines and can observe work in the vineyards.

This part of the tour involves a discussion on the history and role of the experimental estate and its High Environmental Value certification. The topics covered include the vinification process and the soils, "crus" and varieties in the Cognac region, as well as the environmental and quality policies so precious to Hennessy. The grape cycle will no longer hold any secrets for curious wine aficionados who will be able to interact with the vineyard team.

This comprehensive experience transitions to a second essential site for Hennessy: **the Distillerie du Peu**. The distillery is inactive at this time of year, which means visitors can hear a condensed lesson on the history, role and technique of the Charentaise double distillation method surrounded by 10 resting stills.





IN THE COLD SEASON

From November to March, the experience focuses on the heart of the distillery, where the distillation process is in full swing. You and your guide head to **the Distillerie du Peu** to discover one aspect of the Hennessy know-how. This stop is a highlight, especially during the “cut” which takes place each day around 10.

Steeped in the special ambiance of this place, visitors observe the work of the distillers and are welcome to talk with them. The experience is a feast for the senses: the scent of the eaux-de-vie being distilled, the heat, the characteristic hum of a distillery in action and the reflections of the copper stills dance around you.

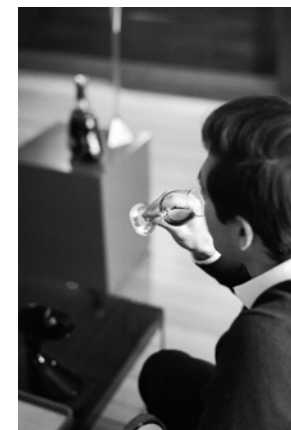
At this sacred stop in the eaux-de-vie production process, you will discover the stages that transform wine into crystalline eaux-de-vie. Heads, tails, “secondes” and “brouillis” are all explained by an expert.



YEAR-ROUND

The next stage of the tour is a return to Cognac to visit **the traditional storehouse where the spirits are aged**. The maturation process, the path of eaux-de-vie and blending are all addressed and illustrated through anecdotes.

Finally, you will head to Paradis (“heaven”), the very place where the most extraordinary eaux-de-vie are preciously guarded (*for more information, see details on page 8*).



A CUSTOMISED TASTING CEREMONY

You now proceed to the last stage: a **private tasting** in an exclusive lounge with guidance from a professional taster. This exquisite moment is a condensed version of the previous stages of the tour, during which you will sample five eaux-de-vie at different stages of ageing. Followed by three cognacs: Hennessy V.S, Hennessy X.O and Hennessy Paradis, served with

hors d'œuvres from the chef at Château de Bagnolet, the ancestral residence of the Hennessy family.

When you arrive at **the Hennessy boutique** to extend your exclusive tour, a dedicated personal adviser presents the entire collection, spending extra time to show you the deluxe sets featuring the rarest of Hennessy's bottles.

PRIVATE TOUR

HENNESSY PARADIS IMPÉRIAL

THIS NEW PRIVATE TOUR IS
AN EXPERIENCE DEVOTED
SPECIFICALLY TO EXPLORING
ONE OF THE RAREST COGNACS
BY HENNESSY: HENNESSY
PARADIS IMPÉRIAL.





IN THE STEPS OF THE FOUNDER

THIS CUSTOMISED TOUR REVEALS THE ART OF SELECTION
AND THE PRECISION OF THE MASTER BLENDER,
WHICH YOU WILL LEARN ABOUT,
ESPECIALLY IN THE CHAI DU FONDATEUR.

After a welcome coffee, you will set off on your exceptional experience. Like each of the Hennessy tours, this one begins with the **Chai des Pavillons** to gain an understanding of the basics. In this 19th century storehouse which has been fully renovated to honour both authenticity and modernity, visitors learn about and experience the brand's intertwining histories of two families, its craftsmanship and its reputation around the world (*for more details, see pages 6 and 7*).

The tour then grants you exclusive access through the doors of the **Chai du Fondateur**, one of the oldest and most secretive buildings, where few people have the privilege of entering.

Visitors sense the singular ambiance as soon as they enter into this ancient wine

storehouse, the oldest of the Hennessy storerooms where some of the most valuable Hennessy eaux-de-vie are stored in demijohns. Here the aisles are made up of "manches", rows of barrels labelled and annotated in chalk by the storehouse team. Artisanal expertise sustained by Hennessy.

In 2007, Yann Fillioux, the seventh Master Blender for Hennessy, drew inspiration from the delicate and precious eaux-de-vie stored here to **craft one of the most refined blends** and create a new cognac. **Hennessy Paradis Impérial** is the highest expression of the art of precision pursued by the Master Blender in his quest for the finest eaux-de-vie.

Only **10 eaux-de-vie out of approximately 10,000** are deemed worthy of one day being used to make this rare blend.



WHEN
THE ART OF BLENDING
MORPHS INTO A WORK OF ART

To honour this never-ending quest for the best eaux-de-vie, which can take dozens of years, Hennessy asked the multimedia London-based artists collective MLF — Marshmallow Laser Feast — to transpose the precise art of blending practised by its Master Blenders into **an intriguing work of contemporary art, “The Quest”**.

This **allegory for the quest of the Master Blender** resides in the Chai du Fondateur, surrounded by old casks.

The historic wine storehouse suddenly comes to life with the light beams and sounds of the animated installation. Hundreds of acrylic crystals placed to the exact micron curve to reflect the light of a laser around two motors making the modules move.

This concentration of light and technology took nearly two years of work and the cooperation of over 50 people to make its design a reality. The contrast between the high-tech art and the ancient building that houses it is captivating.





EXCLUSIVE MOMENT

AN EXCEPTIONAL TASTING

The tour continues on to a private lounge for a tasting in two steps. First you will sample two eaux-de-vie that have been chosen for possible future inclusion in the Paradis Impérial blend. The first one is not yet ready, but has the potential, while the second one has all the qualities required to make it into the blend. This illustrates the Master Blender's quest for precision and affords insight into the selection of eaux-de-vie in search of perfect harmony.

You then begin your cognac tasting as part of the **new Paradis Impérial tasting ceremony**.

Guided by a Hennessy professional taster, you will take your time savouring this extraordinary cognac in all its precision.

After your tour, your own dedicated boutique adviser will show you the Paradis Impérial package, a remarkable product.



TO CONCLUDE

THE HENNESSY BOUTIQUE





IN PURSUIT OF ARTFUL LIVING

WELCOME TO A UNIQUE PLACE
WHERE YOU CAN FIND ALL THE HENNESSY COGNACS
SOLD THROUGHOUT THE WORLD.

The boutique spans 250 m² in a building dreamed up by architect Jean-Michel Willmote. It fits seamlessly into the tour sequence. The décor in the boutique was developed by a rising French design star, Benjamin Graindorge, who drew from the world of Hennessy. In particular, he was inspired by the signature materials that characterise the birth of any cognac: the copper of the stills, the wood of the barrels and the glass of the decanters.

To enter the Hennessy shop is to **discover the brand's creativity**. It presents the various Hennessy collections and spotlights the most unusual bottles.

The boutique stocks **exclusive editions** that are sold abroad and impossible to find in France. It gives visitors the opportunity to complete a collection of limited-edition bottles created by contemporary artists,

street artists, sculptors, designers and even a famous American tattoo artist. From Marc Newson who put his twist on the Hennessy X.O limited edition, to Vhils, who designed Hennessy Very Special, they each reinterpret the Hennessy codes.

The Hennessy boutique also affords a chance to **contemplate pieces that have become collectors' items**. And, depending on international holidays and events, you can find **special editions** developed just for these occasions. For connoisseurs, the boutique also offers works of art, glasses designed by Thomas Bastide for Hennessy X.O or **barware and mixology accessories**.

Finally, you can also see a few unique pieces displayed in their impossibly luxurious boxes.

LES VISITES BY THE NUMBERS

**5 SENSES
STIMULATED**
THROUGHOUT THE EXPERIENCE

MORE THAN
**250 YEARS
OF HISTORY**

1.5 TO 4 HOURS
IN DURATION

8 GENERATIONS
AND 2 FAMILIES

80
DISTINCT LABELS
IN THE HENNESSY BOUTIQUE

**7 DAYS A WEEK
FROM APRIL TO
EARLY NOVEMBER**
AND TUESDAY TO SATURDAY FROM
NOVEMBER TO MARCH

180 HECTARES
OF LAND IN THE HENNESSY VINEYARD,
DOMAINE DE LA BATAILLE

360°
INSIGHT INTO HENNESSY
AND ITS COGNACS

6 LANGUAGES
FOR TOURS



INFORMATION

LES VISITES HENNESSY 6 MULTI-SENSORY EXPERIENCES, INCLUDING 2 EXCLUSIVE PRIVATE TOURS

TOURS

SIGNATURE

Multi-sensory experience. Only during the warm season.

Up to 25 people with tastings of Hennessy V.S, V.S.O.P, neat and over ice.

DURATION: 1.5 HR
PRICE: € 20

CLASSICS

Multi-sensory experience. Only during the cold season.

Up to 25 people with tastings of Hennessy V.S, V.S.O.P, X.O and a V.S.O.P cocktail.

DURATION: 1.5 HR
PRICE: € 20

X.O SYMBOLE

A multi-sensory tour designed around the brand's flagship cognac created in 1870, Hennessy X.O, with the olfactory experience "Smell to Feel".

Up to 15 people with tastings of Hennessy V.S.O.P and X.O neat and over ice.

DURATION: 1.5 HR
PRICE: € 35

EXCEPTION

A multi-sensory tour in a small group with the olfactory experience "Smell to Feel". It explores the Chai du Paradis and ends in a private lounge with a tasting ceremony developed specifically for X.O and Paradis.

Up to 12 people with tastings of Hennessy X.O neat and Paradis neat in a private lounge with a service ceremony and two hors d'œuvres.

DURATION: 2 HR
PRICE: € 90

PRIVATE TOURS

FROM GRAPEVINES TO COGNAC

A multi-sensory tour with the olfactory experience "Smell to Feel" combined with an immersive experience that focuses on distilling or vineyard operations, depending on the season.

Private lounge tasting featuring 5 eaux-de-vie at different stages of ageing and 2 Hennessy cognacs.

Private tour for a minimum of 2 people.

DURATION: 4 HR
PRICE: € 250

HENNESSY PARADIS IMPÉRIAL

A multi-sensory tour with the olfactory experience "Smell to Feel" and exclusive access to artwork "The Quest" in the Chai du Fondateur. It concludes in a private lounge with the cognac tasting ceremony starring Paradis Impérial.

Private access to the boutique.

Private tour for 2 to 6 people with a private lounge tasting featuring Hennessy X.O and Paradis Impérial.

DURATION: 2 HR
PRICE: € 300

Open all year, with or without advance booking (depending on tour selection). Tours offered in 6 languages (French, English, Spanish and Chinese all year plus Russian and German from April to November). Tours last 1.5 to 4 hours. River crossing by boat or road depending on the season.

**RUE DE LA RICHONNE - 16100 COGNAC
ONLINE TICKETS: LESVISITES.HENNESSY.COM
(Book up to 6 months in advance)**

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*Maison Fondée en
1765*

Hennessy

EXCESSIVE ALCOHOL USE IS UNHEALTHY: CONSUME IN MODERATION.