

Hennessy

LES VISITES HENNESSY 2019

A new experience to discover one of the rarest Hennessy's cognac: Hennessy Paradis Imperial

From May 2019, Les Visites Hennessy, located in the historic headquarters of Hennessy in Cognac, introduces a new experience around its exceptional blend Hennessy Paradis Imperial. Available year-round, this new visit invites visitors to discover unique places that are ordinarily closed to the public, as well as the contemporary artwork "The Quest", a tribute to the Art of Selection of the eaux-de-vies by the Master Blender.

Hennessy Paradis Imperial embodies the pinnacle of the art of selection of the Master Blender in his quest for the finest eaux-de-vie. Only 10 eaux-de-vie out of 10 000 tasted in a year are deemed elegant enough to enter this rare blend one day.

LES VISITES HENNESSY – 6 DIFFERENT WAYS TO EXPERIENCE HENNESSY

HENNESSY PARADIS IMPERIAL – THE ART OF PRECISION

After a welcome coffee at La Richonne, the Hennessy headquarters on the shores of the Charente river, the tour starts with an olfactory experience in the cellar "Chai des Pavillons". Here, visitors discover the story of Hennessy and the traditional know-how.



The visit continues with the discovery of the Founder's Cellar, one of the oldest and most secret cellars of Hennessy where some of the most precious eaux-de-vie are stored in demi-johns.

To honor the Master Blender's quest for the most excellent eaux-de-vie, Hennessy has commissioned Marshmallow Laser Feast (MLF), a multimedia artist collective based in London, to create a work of art, "The Quest", inspired by the Art of Selection by the Hennessy Master Blender. The high technology art installation is installed in the heart of the historic cellar. Once the installation is set in motion, the Founder's Cellar is flooded with the reflection of light beams from the polished acrylic crystals of the artwork.

This unique experience is followed by a tasting in a private tasting room. Visitors are invited to taste two eaux-de-vie selected to enter, maybe one day, in the blend of Hennessy Paradis Imperial. Guided by a Hennessy expert, the tasting goes on with Hennessy Paradis Imperial, a unique moment to savor the precision of this exceptional cognac.

Private tour from 2 to 6 people with tasting in a private salon.

Duration: 2 hours

Price: 300€ per person

Hennessy

FROM GRAPEVINES TO GLASS – AN EXCEPTIONAL TOUR THAT CHANGES WITH THE SEASONS

This multi-sensory tour with the olfactory experience “Smell to Feel” is combined with an immersive experience that focuses on distilling and vineyard operations, according to the seasons.



During fall-winter, the tour showcases the savoir-faire of the double distillation with the visit of Le Peu distillery, owned by Hennessy.

In spring-summer, the tour follows the cycle of the vineyard and the *Domaine de la Bataille*, whose 180 hectares owned by Hennessy are a designated “pilot vineyard” for sustainable viticulture research. The warmer weather allows to discover the Cognac’s vineyard, its terroir and the know-how.

Followed by a boat tour on the Charente river, visitors discover the aging cellar “Chai de la Faïencerie”. A tailor-made tasting session showcases the process of aging eaux-de-vie and 2 iconic blends of the House: Hennessy X.O and Hennessy Paradis.

Private tour with a tasting of 5 eaux-de-vie at different stages of aging and 2 Hennessy cognacs in a private salon.

Duration: 4 hours

Price: 250 € per person (minimum of two people)

HENNESSY SIGNATURE: A DISCOVERY OF THE WORLD OF HENNESSY COGNAC

A perfect blend of authenticity and modernity, guided by an expert, this circuit allows visitors to discover the history, know-how and secrets of Hennessy in a streamlined, modern staging. The highlight of this visit is a tasting ritual that demystifies the process behind the crafting of Hennessy V.S and Hennessy V.S.O.P.

Tasting of Hennessy V.S. and Hennessy V.S.O.P

Duration: 1 ½ hours

Price: 20 € per person

HENNESSY CLASSICS: A DISCOVERY OF HENNESSY COGNAC CLASSICS

A multi-sensory discovery of the history, know-how and history of Hennessy. The final step of the tour: a tasting experience with Hennessy V.S, V.S.O.P, X.O and a classic Hennessy cocktail

Tasting of Hennessy V.S, V.S.O.P, X.O and a classic cocktail

Duration: 1 ½ hours

Price: 20 € per person

Hennessy

HENNESSY X.O SYMBOLE: A SENSORY EXPERIENCE OF THE SECRETS OF HENNESSY X.O COGNAC

After learning about the history, know-how and brand universe, the visitor will discover one of the House's references dating back to 1870: Hennessy X.O. Over the course of a tasting, neat and on ice, with an ice cube specially developed to optimize the diffusion of the cognac's aromatic notes, the visitor will gain a full appreciation of this emblematic cognac's aromatic subtlety.

Tasting of Hennessy V.S.O.P and Hennessy X.O.

Duration: 1 ½ hours

Price: 33 € per person

HENNESSY EXCEPTION: A BEHIND-THE-SCENES DISCOVERY OF EXCEPTIONAL COGNACS

A guided tour for a small group that explores the history, know-how and universe of Hennessy. This circuit offers a behind-the-scenes look into the making of exceptional cognac at Le Paradis, the cellar reserved for aging the house's very old eaux-de-vie. It culminates in a private salon for a refined tasting ritual.

Tasting of Hennessy X.O and Hennessy Paradis

Duration: 2 hours

Price: 90 € per person

Visit available only by reservation for a minimum of two people.

From a simple discovery visit of one hour to half a day of immersion in the most private places of the House and the Hennessy boutique, each visitor will find the tour that suits them by booking on [LesVisites.Hennessy.com](https://www.lesvisites.hennessy.com)

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 is present in more than 130 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 from generation to generation.

The first wine and 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.

Press contacts

Flavie de Lachapelle – Hennessy – fdelachapelle@moethennessy.com