



# Hennessy

FIVE CONTINENTS

120 COUNTRIES

# CONTENTS

## **HENNESSY WORLD**

p03

Call of the Horizon

p05

The “Hennessy Cognac Road”

p11

New rituals for new generations

p15

## **ADVENTURES IN AMERICA**

p23

Focus: The Hermione, The winds of history: A star-studded success story, Key events

## **FRANCO-RUSSIAN NOTEBOOKS: A meeting of minds**

p37

Focus: The Hennessy Foundation, Two centuries of adventures in Russia, Key events

## **HENNESSY IN CHINA: The legend of the ages**

p49

Focus: The Cognac Road, Key events

## **“HENNY”: An African saga**

p61

Focus: Boundless energy

# THE HENNESSY WORLD

*We are not the "bearers" but rather the "vectors" of a culture  
and of a certain way of seeing the world. What makes us different  
is a global vision since our very earliest days.*

Bernard Peillon, Hennessy 2015

# Call of the Horizon



Could Richard Hennessy and his eldest son James possibly have imagined at the end of the eighteenth century that, one day, their cognac would have travelled the world over, ignoring borders and challenging traditions? Perhaps, yes. When you belong to a “clan” with its roots in Ireland, a family boasting more than its share of sailors, you have the love of travel in your blood. It is no accident that the Irish who came to settle in France under Louis XV were known as the “Wild Geese”... Nor should it surprise us that Richard, who founded the Maison in 1765, gave rise to a dynasty of excep-

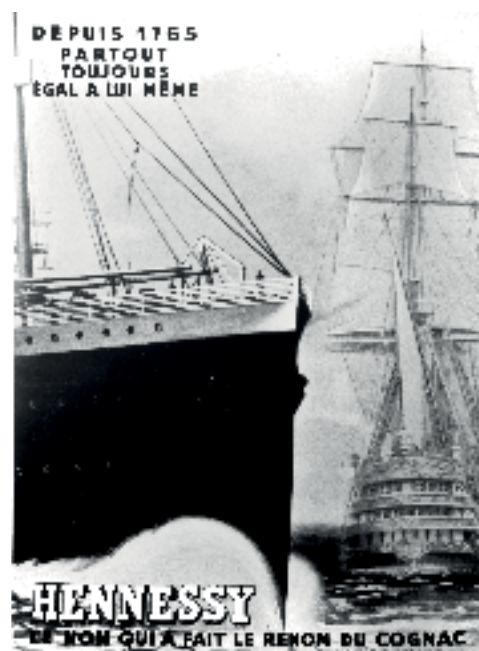
tionally free-thinking, internationally oriented men: people “on the move”, driven by a desire to see more and discover new horizons. In 1902, James Hennessy, a 5th-generation Hennessy, made a Grand Tour from India to Australia... And just as there is a

Silk Road, there is a Hennessy Cognac Road that tells its extraordinary tale: it is the same route taken in 1992 by the ship *Spirit of Hennessy* to celebrate the 120th anniversary of the first shipment of Hennessy X.O to Asia.

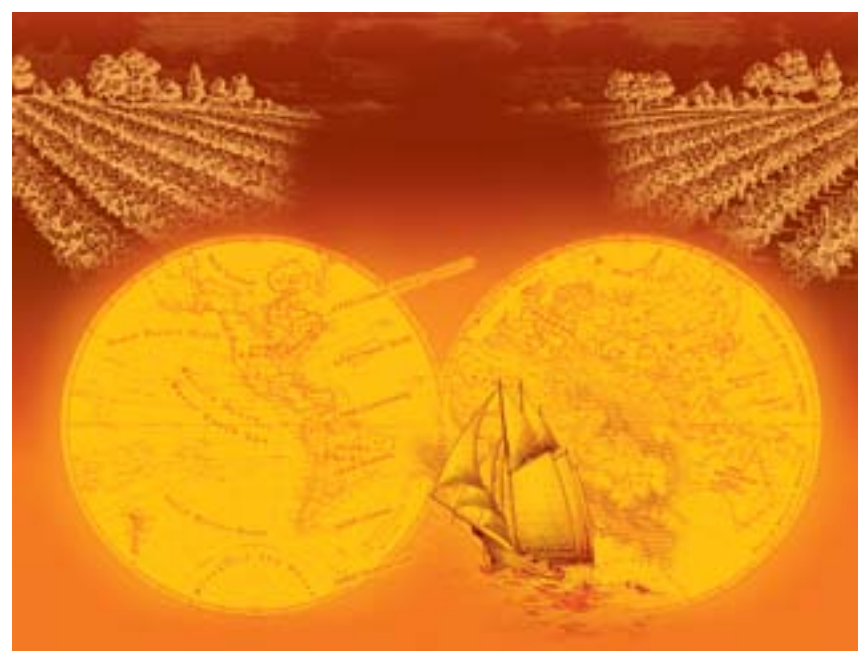




Hennessy Advertisement



Hennessy Advertisement



Futura

## Cosmopolitan, Urban, Modern

At the dawn of the nineteenth century, the world had become their “playground”. Radiating out from a tiny point on the map of France, in Cognac, the Hennessys travelled the world spreading their label’s reputation. They were there when maritime routes were opened, and when the Suez and Panama canals were dug, expanding their networks from Asia to Latin America. On the way, they collected many “firsts” in the world of fine spirits, from the United States to China and Russia. Yet as they set out to conquer the world, they had no warlike ambitions, despite the arm and the axe they had borrowed as an emblem from their family crest. They dreamed only of creating beautiful things and letting the rest of the world discover and enjoy

them. Far from wanting to impose themselves, they dreamed of melting in, adapting to local habits and consumer practices, hoping that each country would adopt Hennessy cognac as its own. Above and beyond any spirit of conquest, there was the desire to please and to keep the brand centre stage, “never settling”. The results of this approach can be seen today: Hennessy is firmly rooted in more than 120 countries and is still growing, in a constantly changing world.

French *savoir-faire*, networking before the concept even existed, the drive to innovate, an openness to others, a respect for legacy and transmission: this was the winning formula for this larger-than-life saga. It is also how Hennessy became a “chameleon brand”, popular with people ranging from tsars and mandarins to new generations of Russians and Chinese, from the streets of New York to those of Johannesburg. Applauded by trend-setters, referenced by rappers, discovered by Millennials and followed on social networks that are cosmopolitan, urban, modern. A 360° perspective on the world.

## A player on a world stage

The fusional relationship between Hennessy and urban cultures and its long-standing commitment to music is one of the prime reasons for its pre-eminence in the world today. Hennessy’s commitment to promoting excellence in the music world reflects the true soul of Hennessy, better than words could ever do. In more than 40 countries, Hennessy private concerts and performances, featuring world-class talent from living legends to the stars of tomorrow, illustrate the unique way in which the Maison is an active player in contemporary culture, creating universal and undying bonds.

Honouring a tradition that goes back eight generations to the eighteenth century, music-lovers in the Hennessy family have followed an eclectic variety of avant-garde musicians and artists of all inspirations, from classical to jazz, and supported innovation in the world of art and design, often in their most contemporary forms. Hennessy understands naturally how to “speak to” Generation Y, the Millennials so at ease in the effervescence of modern urban cultures.

The street art icon Futura, one of the most recent to collaborate with the brand, best expresses the bond between Hennessy and the artists it works with when he says that all his life he has refused to take anything for granted and has constantly tried to reinvent and challenge himself. And when he looks at the history of Hennessy, he has “the impression that it’s the same for them”.



Bogota



<p>ST. MALO</p>	<p><b>ROUTE 2</b></p> <p><b>SEA ROUTE TO COGNAC</b></p> <p>Leaving St. Sebastian, formerly the Spanish Coast's premier resort, proceed to Spanish Town of Bordeaux. Continue by the N.17 to St. Jean-de-Luz, where Louis XIV. visited the fiftieth of Cognac, the district's wine having been sealed against Louis XIV. ever since. Then on to Biarritz, Bayonne, which gave its name to the region, the famous port of Bordeaux, and to Marseilles. Thence by sea to Cognac.</p>	<p>ST. JEAN DE LUZ</p>
<p><b>ROUTE 1</b></p> <p><b>ST. MALO TO COGNAC</b></p> <p>Leave St. Malo, destroyed in Second World War and entirely rebuilt in former style, by the N.137 road for Rennes, capital of Brittany, then Nantes, and St. Herminie. Proceed by N.148 to Niort, by N.138 to Saumur, and by N.141 to Cognac. Alternatively, continue from St. Herminie by N.137 and N.22 to La Rochelle, attractive seaport of great historical interest, and thence by N.145 to Cognac.</p>	<p>Whichever route you take, take a <b>HENNESSY</b> BRAS ARMÉ along the way</p>	<p><b>ROUTE 4</b></p> <p><b>OVERLAND ROUTE TO COGNAC</b></p> <p>Leave by the former coast of La Rochelle, thence by N.4 to Puyguyon, once the capital of the Kings of Navarre, and Narbonne. Thence by N.113 to Carcassonne, famous walled city, and Toulouse. From here take the N.20 to Montauban, Cahors, Bourlieux, and Brive-la-Gaillarde. Thence by N.66 to Périgueux, and by N.136 to Brantôme, picturesque town and castle and Agrippine with its Fort Catholac. Finally take the N.141 to Cognac.</p>
<p>SAUMUR</p>	<p><b>ROUTE 3</b></p> <p><b>LAND TO COGNAC</b></p> <p>This is a direct link to Bordeaux, an Atlantic seaport, St. Denis (city of France's great wine), and Paris. Leave by N.20 for Orleans, by N.152 to Blois, by N.154 to Amboise, and Cognac.</p>	

Presented with the compliments of the House of Hennessy and distributed in the U.K. by

**TWISS & BROWNING & HALLOWES LTD.,**  
Suffolk House, 5, Laurence Pountney Hill, London, E.C.4

Photographs by Courtesy of the French Government Tourist Office

Printed in England

## Perpetual motion

“Cognac travelled abroad thanks to a river and traders and good strategies, as well as ships taking to the seas,” as the Maison’s management puts it. “But the success of Hennessy lies in its mastery of its distribution networks, and in men willing to go where they were needed to see that everything ran smoothly.”

And indeed, what would Hennessy be without them, the men and women of all nationalities and cultures who have made the brand a world leader, starting with the great agents who continue today to shape its history: Twiss & Browning in England and South Africa; Trumbull, Blackburn and Schieffelin in the United States; Rondon in China; Boustead in Malaysia, and many more. They are supported by the Hennessy Ambassadors: either members of the family or natives of the Cognac region,

travelling the world in the brand’s name. They take their passion for this *terroir* to the four corners of the globe, telling of its *art de vivre*, its traditions, and even some of its secrets. They are the living memory of a dynasty in perpetual motion for the last 250 years. They convey the legacy of creativity that has been transmitted to the world by eight generations of the same family, a legacy that fascinates Americans and Russians alike, the Chinese like the populations of many English-speaking countries in Africa.

On the map of the “world according to Hennessy” there are several centres of gravity where the

Maison has become almost a natural part of the landscape, a representative of a certain French *art de vivre* that was adopted by and has adapted to so many other cultures. Like its eaux-de-vie, carefully blended with each other, the men and women of the Hennessy story have been brought together to form a perfect whole. There is a sense of “hybridisation” and a respect for multiculturalism, deeply rooted in the family history.



# The “Hennessy Cognac Road”

- 1765:** Richard Hennessy creates the Hennessy trading company.
- 1794:** Hennessy cognac arrives in America (New York).
- 1817:** The Prince of Wales, future King George IV of England, orders an “Excellente eau-de-vie vieille de couleur pâle”, which will become V.S.O.P (very superior old pale).
- 1818:** The Dowager Empress of Russia, Maria Feodorovna, places a special order for her son, Tsar Alexander I.
- 1819:** First shipments to India (Calcutta).
- 1855:** First shipments to Australia (Melbourne).
- 1859:** First shipments to China, Peru.
- 1860:** First shipments to Cuba, Uruguay, Chile.
- 1863:** First shipments to Panama, New Zealand.
- 1866:** First shipments to South Africa, Mauritius, Hong Kong.
- 1866:** First shipments to Singapore, Japan, Argentina.
- 1867:** First shipments to Malaysia.
- 1870:** First shipments to Brazil.
- 1871:** First shipments to Nicaragua, Burma, Puerto Rico.
- 1878:** First shipments to Indonesia.
- ... 2015:** Hennessy, the undisputed cognac leader, present in more than 120 countries



El nombre que ha hecho famoso el Cognac



Hennessy advertisement in Columbia

### How the West was won

Were Hennessy to create a world map, its centre would be France, where it all started: the anchor point from which the name reaches to the far corners of the globe. First to Ireland, of course, where the founder Richard Hennessy was born, and where “Hennessy” has almost become a generic name for cognac... Then to England which, for decades, was Hennessy’s hub. Just twelve years after the company was founded in 1765, its cognac had reached the French colonies in America, before setting off again to conquer the new-born United States, soon after. Of course, it has never left America since, establishing itself increasingly firmly in African American music and urban communities, and extending its reach into Canada.



Hennessy advertisement in Mexico

To the south, there remain today vivid traces of a long history with Mexico that began in the 1890s. Thirty years later, in the Twenties, the Mexicans had come to believe that “Brazo Armado” — the signature Hennessy “arm and axe” that was frequently seen in the bull rings — was actually a local label. This history is still palpable in the relationship Hispanics maintain with the brand in the United States, in South America, and, most significantly, in the Caribbean, where Hennessy was being



Hennessy advertisement in China

### In the footsteps of Marco Polo

Since the opening of the Suez Canal in the mid-nineteenth century, China had been no more than a month away from the great southern French port of Marseille. It was there that steamships departed for Aden, Pondicherry, Singapore, Hong Kong, Shanghai, and Tokyo: the “Cognac Road” followed the route of Marco Polo. Hennessy arrived in China in 1859 and in Japan in 1866. There, the Jardines company structured the market, first out of Yokohama and later, Tokyo. The universal exhibitions of the nineteenth century enabled the world to discover the extreme sophistication of the Oriental way of living and, in the early twentieth century, the Hennessy family ordered an entire service of Japanese porcelain for the Château de Bagnole, one of the family residences.



Celebration of 120th anniversary of the first shipment to China

In a surprisingly short time, Hennessy had become the brand everyone was talking about, from India to Vietnam — which had become a key market for the Maison — by way of Cambodia, Taiwan, Singapore, and Macao. Very soon to follow were the Philippines and Burma, where

Hennessy demonstrated its pioneering attitude yet again, blazing new trails and taking the spirit of Hennessy to new horizons, innovating as ever at every step.



# NEW RITUALS FOR NEW GENERATIONS

*One of the things I love about Hennessy is that it allows  
you to create many layers of flavour, and never fails to surprise*

Ugo Jobin, Mixologist



# Urban & Trendy

**W**ith a collection of cognacs rich in personality and a 360° perspective on the twenty-first century world, Hennessy is now looking to win over a younger, modern generation. This is a trendy urban population that knows no social or national borders, and that follows fast-moving Hennessy news daily over their favourite social networks.

It is also a population where consumer habits change by the day, with new rituals springing up to suit new tastes.



## Modern mix

Invented in the seventeenth century to travel in the best storage conditions available at the time, cognac was, from the outset, intended to be cut with water. Back then, it arrived on ships in the form of brandy with a high alcohol content...

Because it is also a product made from fruit (grapes), it is by nature highly mixable. This has given us today's mixed drinks, shaken in the masterful hands of modern mixologists who combine V.S or V.S.O.P with ginger, citrus, cranberry, coconut, apple juice, pineapple, soda, tea, and even horchata, the traditional Mexican milk-based beverage. Cocktails like this are as popular with women as with men.

Americans are traditionally lovers of cocktails: tailor-made for the United States and appreciated even by those who have never tasted a Hennessy cognac in their lives, Hennessy Black in its opaque black bottle offers an unexpected blend of aromas both sweet and intense — jasmine, citrus, and honey — that make it ideal for mixing with a wide variety of products.

In Russia, the in thing is virtuoso barmen and new rituals such as the "bottle service", where you prepare your own mixed drink.

Mixology is also becoming a phenomenon for Generation Y Millennials in China.



## Worldwide rituals

Hennessy is the "brand that never sleeps", just like the Americans who love night clubs and take selfies in New York and Los Angeles, brandishing their Pininfarina-designed bottle of Hennessy like a sceptre! Or the Russians that go from one "Be Very Special" event to another, up to 200 live performances a year.

Classivm is the Hennessy cognac developed for Chinese Millennials. This youthful cognac with its modern design, first launched in 2011, is ideal for mixing. It fills the air with fresh scents of pear and green apple, underscored by hints of vanilla and caramel that come from being aged in oak barrels.

In South Africa, Nigeria, Ghana, Kenya, and Tanzania, people simply enjoy cradling a snifter of V.S, V.S.O.P, or X.O and revelling in the smoothness that so perfectly expresses the quintessence of the Hennessy spirit. In 2010, Hennessy celebrated Nigerian Independence with a special limited edition of V.S.







## Collectors' items

Collectors, art lovers, and world-famous celebrities vie for the limited editions commissioned by Hennessy since the mid-noughties from contemporary artists, top-flight designers, and pop icons, who feel a strong kinship with the world of Hennessy. Designs have been by Os Gemeos, Futura, Pininfarina, Tom Dixon, Shepard Fairey, Peter Saville, Olga Berluti, Arik Levy...

Arik Levy Tom Dixon Olga Berluti Futura Os Gemeos Shepard Fairey

# ADVENTURES IN AMERICA





# Self-Made Man



When America proclaimed its independence on 4 July 1776, Richard Hennessy was 52. The path of this self-made man, who was born into a family of minor Irish nobility and had created his own company in 1765, was about to cross that of one of the Americans who preserved for posterity the history of his country: the painter John Trumbull, *aide-de-camp* to General Washington. The young Harvard graduate had come to study painting in England and then in France, where he was counselled by the enlightened Thomas Jefferson.

He also took an interest in the brandy trade, with so many of his compatriots having become fans of the new spirit. He met Richard Hennessy in Bordeaux, where the English-speaking community that had fled England and Ireland had gathered, and, in 1795, he became one of the first importers of Hennessy cognac. This is the Trumbull who gave us the famous painting reproduced on the back of the two-dollar bill: the founding fathers signing the Declaration of Independence, which now hangs in the Capitol in Washington.





Letter from Richard Hennessy to John Saule



Reconstruction of the Hermione



General La Fayette

## The winds of freedom

Richard Hennessy, a proud Irishman by birth and by temperament, came as a very young man to enlist in the army of the King of France to fight the English. It is no surprise that he was fascinated by the incredible adventure that so profoundly marked the end of the eighteenth century: the birth of the United States.

He even came close to emigrating there when his family was decimated by the tragic death of his wife and his two youngest sons in a matter of months.

But his destiny lay in France, more specifically in Cognac, where the Hennessy dynasty was to take root and flourish. Like the young Gilbert de Motier, Marquis de La Fayette — who had given his all to push France into giving military support to George Washington — Richard and his partner John Saule were driven by a longing for freedom and a spirit of conquest.

As their letters tell us, these former military men were eager to follow from afar the American War of Independence that so riveted their contemporaries.

## Towards the New World

Richard Hennessy and the future General La Fayette had much in common. La Fayette had lost his father at an early age in the Anglo-French war, in 1759. Both were aristocrats intent on following in their ancestors' footsteps. Each had inherited a set of values he was determined to pass on: for Richard, to his family, through the Maison he would fight to create; and for La Fayette, to his new country, where he dreamed of taking the ideals of the European Age of Enlightenment and the precepts of Voltaire and Montesquieu. At the age of 18, he was driven by one thought: "Why not?" That could also have been Richard's motto. La Fayette's story is inextricably linked to a ship, the *Hermione*, which brought him to the New World

with elite regiments of French soldiers; and to a man, George Washington, who became his friend and the first President of the United States. Today, La Fayette is one of only six non-Americans to have been made an "honorary citizen of the United States", in 2002, alongside Churchill and Mother Theresa.

In Bordeaux, La Fayette found his strongest support in the community of Freemasons, which included most of the British, who were traders and shippers in Bordeaux and La Rochelle. Powerful bonds linked France and America, and on 6 February 1778, parallel to an historic military

alliance with the United States, a Treaty of Amity and Commerce was signed, opening the route to the "New World" for Hennessy cognac, despite the danger and uncertainty inherent in the on-going war.

Ships like the *Hermione*, one of the finest frigates of its time, destined to play such an important role in this Franco-American adventure, were constantly in danger of being seized by the British.





**HENNESSY**  
brandy

**HENNESSY**  
COGNAC BRANDY

Schieffelin & Co., New York

" XBOST " Octobre 1964.

# HAVE A LITTLE BRANDY HANDY

SAY MESSRS. WOODRUFF, BROWN, ROSS AND DOUGLAS, SCHEFFELIN & CO. SALES REPRESENTATIVES.

A friend in need—that's Hennessy! Have a flask of Hennessy handy, any time, for any occasion. This convenient, economical small size is perfect for your home, or in your suitcase when you travel.

Most important—make sure it's Hennessy. It's America's most popular cognac brandy.

**HENNESSY**  
COGNAC BRANDY  
84 PROOF • SCHEFFELIN & CO., NEW YORK

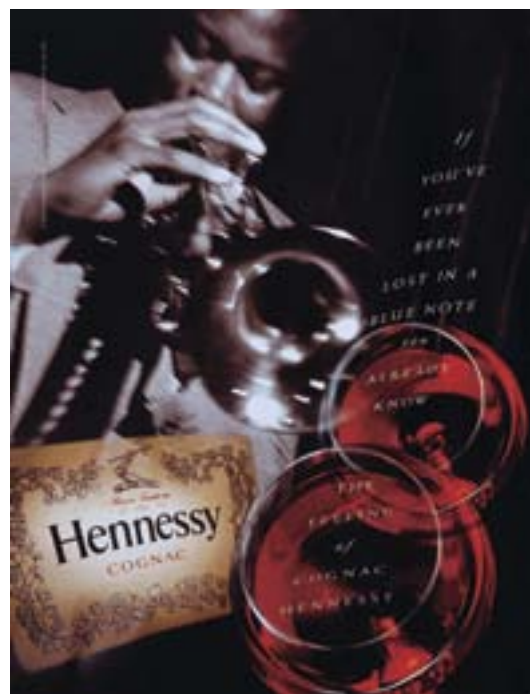
## From New York to Los Angeles

And so it was that, from their beginnings in this little corner of France, in Cognac, eight generations of Hennessys made their way across America, progressing from east to west, embodying the pioneering spirit that had always inspired them. Never stopping dreaming, creating and moving forward. Constantly pushing back frontiers... Theirs is also a story of encounters and partnerships with exceptional men, the great agents who organized the market around them, from Blackburn in the nineteenth century to Schieffelin in the twentieth. Powerful networks built on trust, a sincere interest in other cultures, a spirit of conquest, and a desire to share the American dream that was only just beginning to take shape. Port after port, from Boston to New York, from Philadelphia to San Francisco and Los Angeles, Hennessy cognac was gradually gaining a foothold throughout the

American territory. It followed the railway and the routes that were opening up with the invention of steamboats, the creation of the Panama Canal, and the winning of the West, which, in turn, gave rise to the myth of California. Jacques Hennessy was star-struck, and wrote letters home describing for his clan his 1870 trip from Miami to the Far West. In the United States, Hennessy was about to write some of the finest pages of a remarkable success story, in which seemingly minor events have left their mark on history, with a capital "H". First there was Maurice Hennessy who, in the 1890s, joined with French scientists seeking solutions in America to help the region save its vineyards from phylloxera,

which was destroying almost all the grape vines in France. Then there was William Schieffelin who, in the Twenties, somehow managed to continue selling Hennessy cognac in his drugstores, despite Prohibition, by touting the medicinal virtues of cognac and selling it in little flasks. Edward Hopper immortalized that particular practice in 1927 in his painting of a pharmacy with its window shining in the night...





*Queen Mary*



## New conquests

The Thirties were ushered in to the big band sound that had guests swinging on board the *Queen Mary I*, where the “beautiful people” of the time discovered the golden age of the transatlantic steamer. Hennessy X.O was served at the gala dinner that opened its maiden voyage, on 24 August 1936.

It was inevitable for a sense of empathy and mutual understanding to blossom with the United States that came out of the Roaring Twenties and the dawn of jazz. A real “philosophy” that helped Hennessy to forge powerful ties with a most eclectic range of communities, aided by the passion for music that the Hennessys had cultivated since the eighteenth century, perfectly in sync with the musical dynasties that were being created in an amazing melting pot of jazz, blues, hip hop, and rap.

A new saga was beginning, with new conquests on the horizon: that of generations of African Americans with whom Hennessy forged ties in the Roaring Twenties. At their side, the Schieffelin family became deeply committed and undertook a long series of sponsorship operations aimed at shaping an elite generation of African American business leaders. One such project was the Tuskegee Institute. Founded in 1881, the university is the second oldest historically black college

in Alabama; William Schieffelin served on and eventually chaired its board. Many of its faculty and staff made significant contributions to agriculture and rural life. During World War II, the school served as the training ground for the famed Tuskegee Airmen.

The man who most perfectly embodied this new state of mind, fully endorsed by Hennessy, was Herbert Douglas. Hired in 1963 by William J. Schieffelin III on the recommendation of Maurice Hennessy, he became the third African American to be appointed vice president of an international company based in the United States, in 1968. The 1948 Olympic long-jump medallist defied all obstacles to take his place among the leaders of American business. As a pioneer in a rapidly-changing world, he became Hennessy’s strongest ally in its development of an African American market. The 92-year-old icon now confides with a smile that this incredible adventure, which lasted for 30 years, had been his “most successful transfer!”. In every state in the Union, regardless of race or class, everyone — including the most upscale trend-setter — has at some time been inspired by the Schieffelin/Hennessy partnership.

Barack Obama and Herb Douglas met in 2012 at a fund-raising event in Denver. Douglas also met Nelson Mandela, in 1999, when Mandela was awarded the Jesse Owens Global Award for Peace, which Herb had helped to create. It was his way of expressing his gratitude to the man who had won four Olympic medals at the Berlin Games in 1936, whose young protégé he had become at the age of 14. When he visited Cognac last year, Herb Douglas looked back on his remarkable career. His proudest achievement? To have become such an intimate part of the Hennessy family history some 27 years after his retirement. And to have seen three African American vice presidents follow him at Schieffelin & Co, later to become Hennessy U.S.A.





DJ D-Nice

## Hip hop energy

And that is how Hennessy won over an entire population of African Americans, who literally adopted the brand and took it with them into new artistic territories. That is why “Henny” ultimately became *the* label for hip hop musicians and rap stars in the United States.

Like Hennessy, they are multi-cultural, cosmopolitan, urban, modern. They all share in the spirit of Hennessy and many have even written about the brand in numerous songs. Later would come the Latinos, wanting to adopt as theirs the codes and values of a brand that also has a long history in Mexico and the Caribbean. They were joined much later by Asian Americans, familiar with the long history of Hennessy in Asia.

Hip hop was about to transfix an entire generation with a new world vision, a kind of bubbling energy that matches Hennessy’s values, the first of which is what today we might call “pushing the envelope”. This involves using all the resources at one’s disposal to creatively give voice to the stories and experiences of those under-represented in American mainstream arts and media. Particular sources of inspiration are dance and street art, omnipresent today in the urban landscape and finally recognised as an artistic medium in its own right.



DJ Cassidy, Nas, Miss Info

## The global art of blending

When Nas came to Cognac in 2012 and was entertained in the family home of Bagnolet, he couldn’t believe his eyes. There really was a city named Cognac. Hennessy really was a family name. And the “Henny” he’d been talking about in his lyrics for the last twenty years was born right here, in these vineyards and wine cellars he was walking through... He was almost intimidated at the thought of the centuries collected in the form of eaux-de-vie maturing in the oak barrels. He saw how they were distilled. He tasted them. And he mixed them to create his own blend, under the attentive eye of Yann Fillioux, Hennessy Master Blender and Taster, who crafts cognacs containing up to one hundred different eaux-de-vie of different ages, like a conductor synchronising the many instruments in an orchestra.

There is another “art of blending” — the secret of Hennessy cognacs — a little akin to “sampling”: mixing souls and sounds that come from the four corners of the planet in the form of jazz, soul, hip hop, and R&B.

It is a history of musical dynasties — another story of legacies and heritage — a story to thrill the soul of those dedicated to their passion. Yann Fillioux echoes the feeling: “If you don’t aim for your dream, you’re off on the wrong foot. You have to set the bar high enough to do exceptional things”.

Since its creation, Hennessy has been exploring the world and has always encouraged contemporary collaborations, adept at mixing the codes of its time and

forever remaining one step ahead of innovation and fashion. Many are those who feel kinship with the multi-faceted “chameleon” brand that adapts to every lifestyle.

This is why in 2015, the Hennessy story is such a part of the United States’ 239-year history. It is why Maurice Hennessy — an eighth-generation Hennessy and current Ambassador of the Maison — arrives in the United States to rock-star treatment and is even asked for autographs. He embodies the saga he relates with such passion to Americans eager to learn a story that has become a part of their own heritage.



Nas



## The Hermione, the winds of history

On 27 April 1780, en route to America, the young Marquis de La Fayette, all of 21 at the time, wrote to George Washington: “I have come from France on board a frigate that the King gave me for my voyage”\*. He had come to announce to the American rebels that the French army would soon land on American soil to help win their freedom, directly mandated by Louis XVI. His mission had been classified as a “defence secret”.

The three-masted frigate built in Rochefort in 1779 was one of the jewels of the sea at the time. Measuring 44.27 metres and built in a short six months, it was quick and agile. On board were 300 persons, including La Fayette and his attendants. The Hermione’s American adventure, which fired the imagination of the Irishman Richard Hennessy, like many of his compatriots who had become French, was to last almost two years. During those two years, it participated in operations jointly conducted by the United States,

under the command of George Washington, and France, under the command of Count de Rochambeau. The Hennessy archives contain remnants of the saga, in the form of letters between Richard and his partner John Saule.

On 27 April 1780, the Hermione dropped anchor in Marblehead, near Boston, where its captain was to entertain the city notables and fire 13 cannons to salute General Washington, before joining the rest of the French fleet in Newport, where the French expeditionary force was welcomed with wild cheering. The American campaign lasted the entire year of 1781: Phillipsburg, New York, Philadelphia, Chesapeake and, finally, the siege of Yorktown, on 17 October, where the surrender was immortalised in another famous painting by John Trumbull. The Hermione returned to France in 1782.

Today there is a memorial commemorating the great outpouring of friendship that led French soldiers to give their lives between 1778 and 1783 to help the American colonies become an independent nation. The Hermione became known as the “Frigate of Liberty”, the symbol of the friendship between France and America and, still today, a powerful presence in the collective consciousness. The replica to arrive in 2015 in New York, after stops in Yorktown and Mount Vernon, was constructed in the shipyards of Rochefort, and is identical to its ancestor. This new project was made possible thanks to a group of 4000 history enthusiasts who formed an association called “L’Hermione-La Fayette”.

It was only natural that Hennessy — from its origins a friend of the United States and therefore of the Hermione — be a part of this adventure.

\*In “L’Hermione, Frégate des Lumières” by Robert Kalbach and Jean-Luc Gireaud, published by Editions Gervy



## A star-studded success story...

### Key events

**1765:** Richard Hennessy founds the Maison that still bears his name today.

**1776:** The first shipment of Hennessy cognacs to the French colonies in America.

**1794:** First large shipments to Charleston and New York, and eventually Boston, where the trader Samuel Soley will take on increasing importance.

**1795-1797:** John Trumbull, who painted the signing of the Declaration of Independence, which now hangs in the Capitol in Washington, becomes one of the first importers of Hennessy.

**1845:** Edward Blackburn, Hennessy’s agent in New York, has a monopoly in the North American market.

**1871:** First shipment of X.O to the United States.

**1887:** With the help of French scientists, Maurice Hennessy begins to import grape vines from the United States to fight the phylloxera that has, for a number of years, been ravaging French vineyards.

**1893:** Hennessy participates in the Universal Exhibition in Chicago.

**1920:** To circumvent Prohibition, which is the law of the entire land, Hennessy agent William Schieffelin, a new partner of Maurice Hennessy in the United States, decides to sell Hennessy cognac under the guise of its therapeutic virtues, in flasks distributed by his network of pharmacies.

**1933:** At the end of Prohibition, in September 1933, Hennessy is the first cognac to return officially to the American market.

**The Thirties:** “The brandy that made Cognac famous”: Hennessy has become an international label. An American advertising campaign shows the cosmopolitan “capitals” where it has won a loyal following: London, Paris, Monte Carlo, Rio, Shanghai... The brand begins to directly target the African American public.

**1936:** Hennessy is the only cognac served at the opening gala dinner on the maiden voyage of the *Queen Mary I*, on 24 August. During the crossing, the ship broke the speed record formerly held by the *Normandie* and was awarded the coveted Blue Ribbon.

**The Forties:** American soldiers and musicians take their cue from the post-war jazz men and rediscover Hennessy cognac in France.

**The Fifties & Sixties:** Hennessy ad campaigns reflect the “American Dream”, from its birth to its mid-century changes. During the Fifties, Hennessy dedicates one campaign to the election of Mrs. America, the perfect housewife. Later, in the Sixties, the spirit of the campaigns turns to the “American way of life” and the Manhattan businessman’s appetite for success.

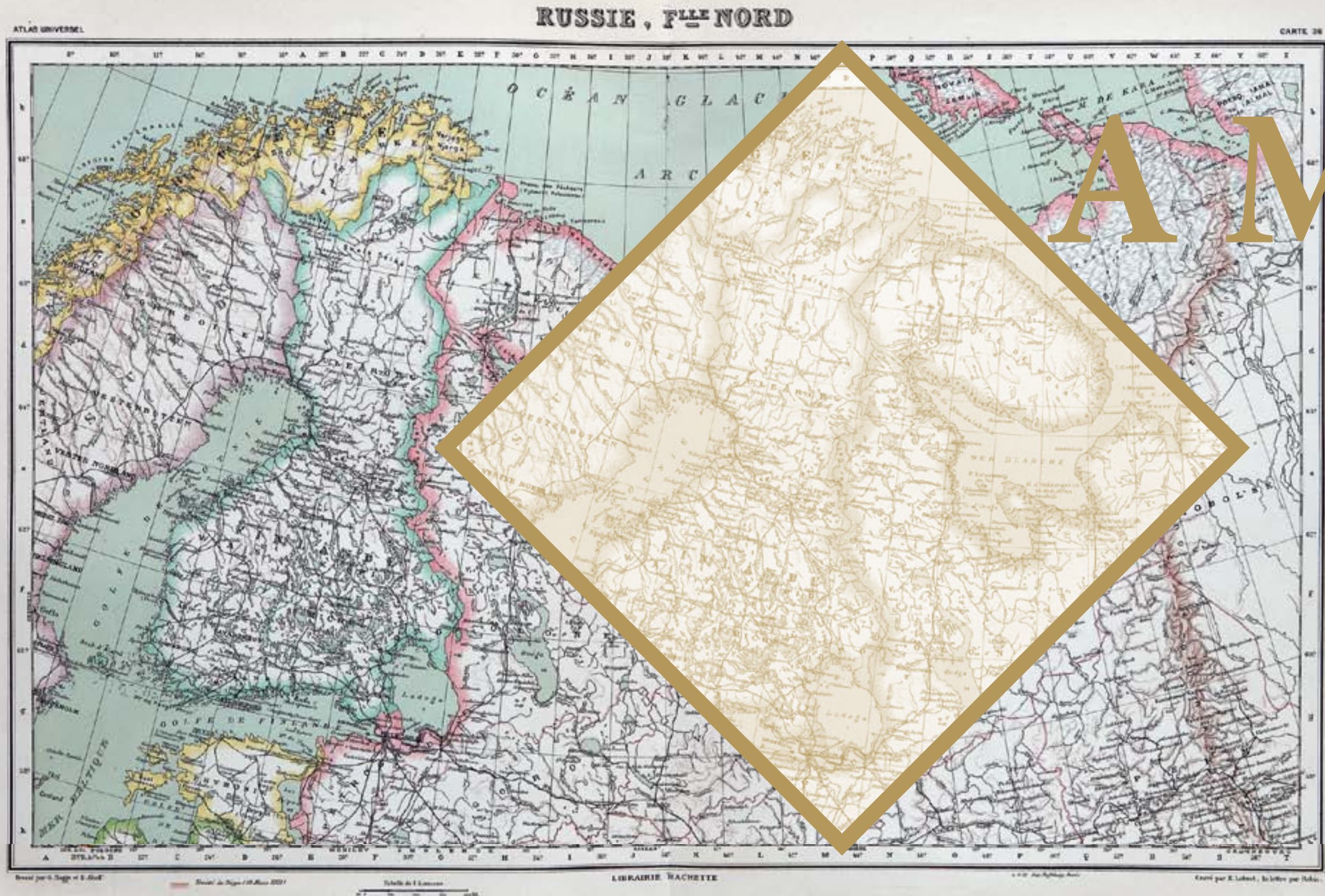
**The Eighties & Nineties:** The brand is the leader in the American market. Sports and music — the “second soul” of Hennessy — continue to be themes in its ad campaigns. Creation in 1984 of the *Hennessy Jazz Search*, an annual contest for amateur jazz bands.

**The Noughties:** Hennessy pursues its focus on music. Its concerts showcase the top stars of American music, beginning with hip hop and rap. The company also forges close relationships with contemporary artists, great designers, and street artists, and orders limited edition bottles from such as Futura, Os Gemeos, and Shepard Fairey. In 2012, Hennessy asks Todd Selby to lend his unique photographic vision to the world of Hennessy. And for his first solo exhibition in Europe, in 2013, it showcases the work of photographer Jonathan Mannion.

**July 2015:** America awaits the arrival of the Hermione in New York. In the month when America celebrates Independence Day, Hennessy celebrates 250 years in its business, a journey that has so frequently paralleled the 239-year history of the United States.

# FRANCO- RUSSIAN NOTEBOOKS





# A Meeting Of Minds

**W**hen Maurice-Richard Hennessy returned from his first trip to Russia in 1994, he was star-struck. He had visited Vladivostok, Irkutsk, Moscow, Saint Petersburg, and Sochi: cities whose names seemed to come straight from his childhood books by Tolstoy and Dostoyevsky. Twenty years later, Sochi hosted the Olympic Games and celebrated the Golden Age of Russian culture, evoking, among other scenes, the first ball of Natasha Rostova, the heroine of *War and Peace*.

And Maurice-Richard would, thereafter, return frequently to this country that had touched him so profoundly.





Maria Feodorovna, Dowager Empress of Russia



Tsar Alexander I



Order for Odessa in 1901



1st order from the Russian Imperial Court in 1819



Paradis Impérial

## An imperial flame

It was Catherine the Great and her daughter-in-law, Maria Feodorovna, who wrote the first pages in the Russian saga which, virtually from the very start, was so important to Hennessy. When Richard Hennessy created his trading company in 1765, relations between France and Russia were at their peak.

Catherine II was close to the Encyclopaedists, passionate about the Enlightenment, and a friend of Diderot. The French writer was to play an important role in her life as a kind of artistic agent, advising her on the acquisitions she made for the fledgling Hermitage museum.

The Tsarina also purchased his entire library and that of Voltaire: thousands of works which are now the property of the National Library of Russia, inaugurated in 2003, constituting a remarkable literary legacy that draws researchers from

the far corners of the world. In 1782, the future Tsar Paul I and his wife, the Grand Duchess Maria Feodorovna, visited France, where the Grand Duchess had grown up, following the route of Peter the Great, who made the same journey at the beginning of the eighteenth century. Festivities were organised at the Court of Versailles where, in 1780, Richard Hennessy had introduced his cognac: he had even been invited to attend the *Grand Lever* of the king. The future dowager empress never forgot her French childhood and, throughout her life, she cultivated the French *art de vivre*, the refinements of which suited her so well.

## Hennessy's "madeleine"

One day in 1818, to celebrate the birthday of her son, Tsar Alexander I, Maria Feodorovna naturally decided to present him with a fabulous object that perfectly illustrated this *art de vivre à la française* so popular in the Russian court. She gave him two *tierçons\** of Hennessy cognac, which she may well have had the opportunity to discover during her trip to France.

When the imperial order reached him, James Hennessy, who had succeeded Richard in 1800 and managed to make a place for himself in the high society of the time, shut himself in his office. The dowager empress obviously wanted something the world had never before seen, and it was inconceivable that she might be disappointed. James therefore set about meeting her expectations,

perfecting a new and unprecedented creation: an extremely old eau-de-vie of a deep golden hue. From that moment forward, Hennessy was to continue along this "imperial road" and conquer the most demanding of Russian palates.

*Almost two centuries later: The Grand Bureau de Dégustation in Cognac.*

*Yann Fillioux is deep in thought. As an enlightened art-lover and seventh generation in a family of Master Blenders, he wants a cognac that will evoke the Franco-Russian friendship his family has honoured for so long. He is looking for that "long memory" that never fades, just like Proust's famous "madeleine". He has no intention of replicating*

*what has been done before, but rather wants to draw inspiration from the story to create a cognac "worthy of a Tsar". The result will be Paradis Impérial, launched in 2011 amid the gleaming gold of Saint Petersburg.*

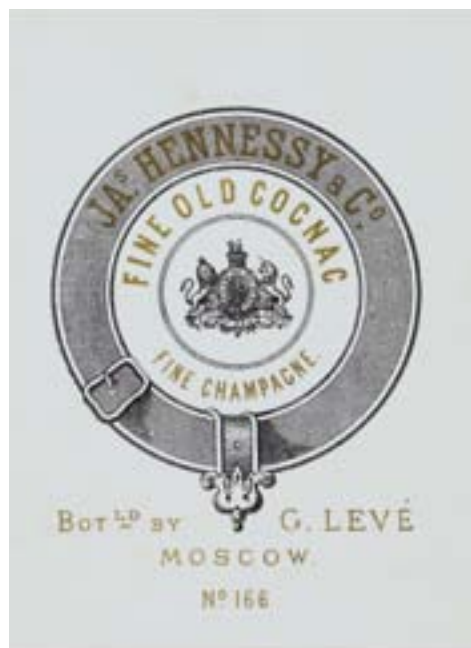
He composed it so as to create a symphony of very rare, very old aromas: those of some one hundred eaux-de-vie selected from among the treasures lying in the Founder's Cellar in Cognac. It was "a true work of art and of patience, a cognac unlike any other. An absolute symbol of elegance," remembers Fillioux. Inside the decanter was a *mille-feuille* of savours, an incredible oenological bridge between past and present.

\* "tierçon": a cognac cask containing 540 litres





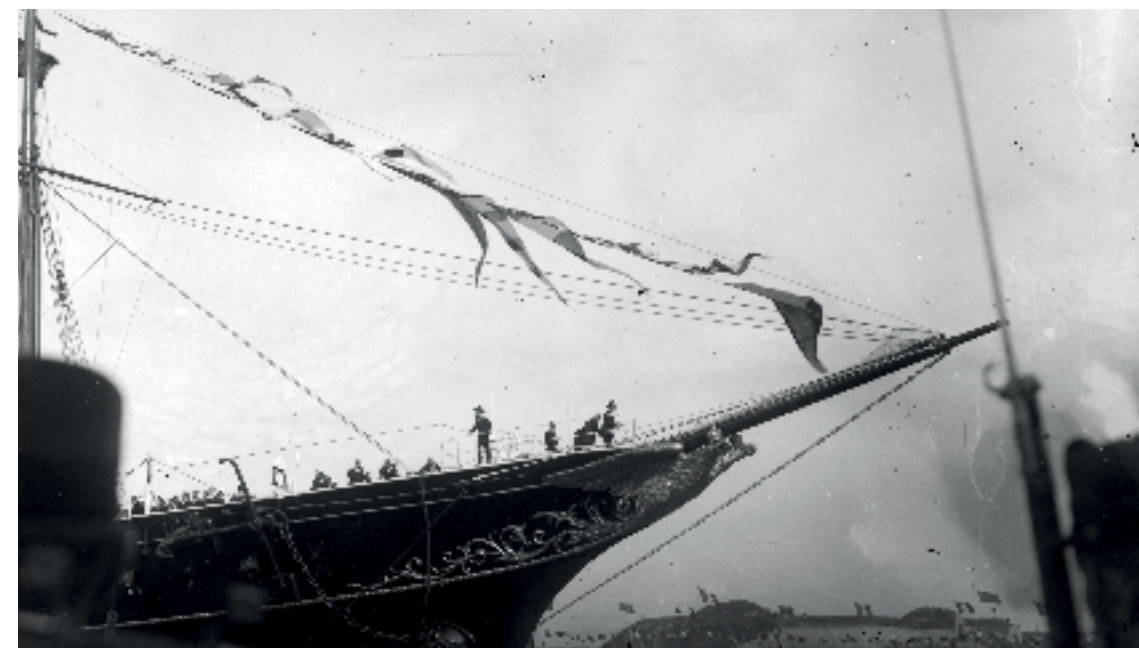
Tsar Nicholas II



Hennessy Fine Old Cognac label



Shipping on the Neva, Saint Petersburg, 1880



Imperial yacht The Standart

## Against all odds

### 1913

*Nicholas II, who frequently has Hennessy cognac delivered to his yacht, the Standart, is preparing to celebrate the tri-centenary of the Romanov family.*

*X.O., launched by Hennessy in 1870, will be served at the great ball to be held on 21 February of that same year.*

Despite the surprises that history generally holds in store for us all, and which can often serve as obstacles to international commerce, Russia and Hennessy had remained faithful to each other throughout the nineteenth century. It had been necessary to counter blockades, to send the great steamers from Bordeaux to the large ports of Scandinavia, but at no time did Saint Petersburg cease to receive “its” cognac, which was delivered to the court, the Imperial Guard and the naval fleet.

Like his ancestors, Nicholas II adored Paris; he made his first official visit just four months after his coronation, in 1896.

He returned in 1900, to lay the first stone for the Pont Alexandre III, built for the Universal Exhibition. The young tsar was enthusiastically welcomed by the Parisians and fireworks were set off on the Champ de Mars in his honour. Between the two countries, mutual fascination and friendship never waned. They persisted, in fact, against all odds, throughout the twentieth century, despite the official closing of the Soviet market from 1917 to 1992. Lasting traces remained locked in the collective memory of the Russian people. In the Fifties, Prince Trubetskoy, who lived in France at the time, also shared the memory of this friendship, and placed a special order with Hennessy, as if savouring a precious “little madeleine” that brought his youth back to life.

## Art as a bridge

In 1992, Russia and the Hennessy family picked up a thread that went back more than two centuries. It is not by chance that they now collaborate in the fields of art, theatre, and music. Since 1765, the tradition has been for each member of the Hennessy family to learn to play an instrument. Private concerts quickly became a regular event at the Château de Bagnolet, which

Auguste Hennessy decided to buy in 1840. Today, the residence continues to welcome the greatest artists of our time, as it did in the mid-1980s, with the Borodin string quartet and the Bolshoi theatre.

Hennessy also forms partnerships with icons of modern jazz: a “culture of blending” that Hennessy brings as much to its creations as to its outlook on the world, with its contemporary “tribes” and new urban cultures.



GEORGE LEVÉ  
MOSCOW.



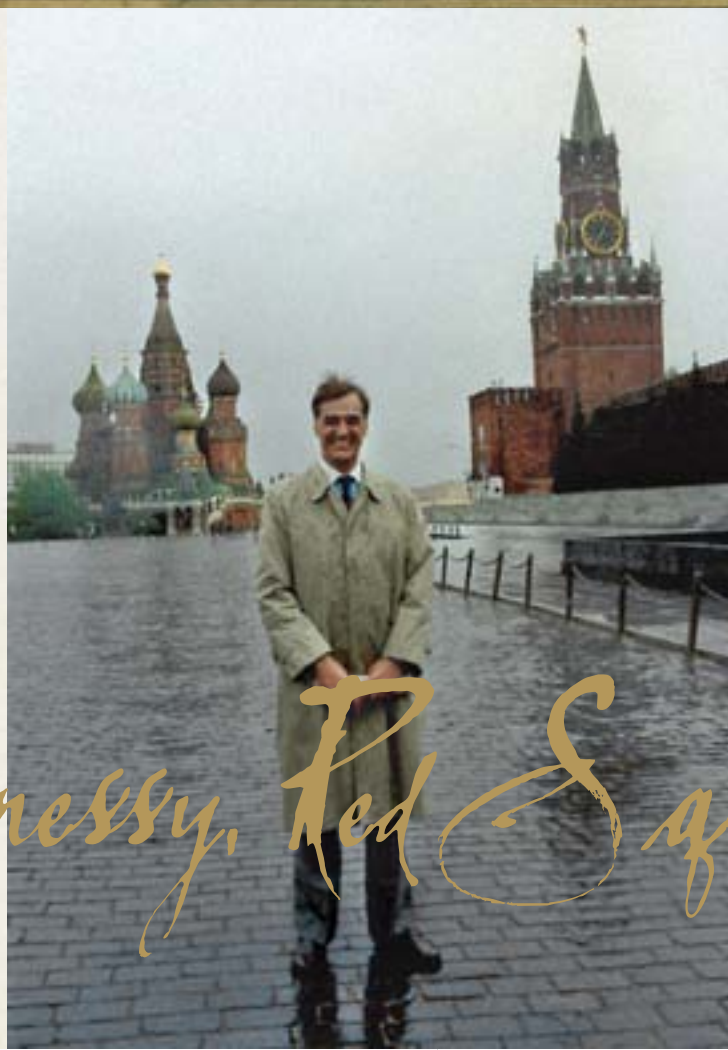
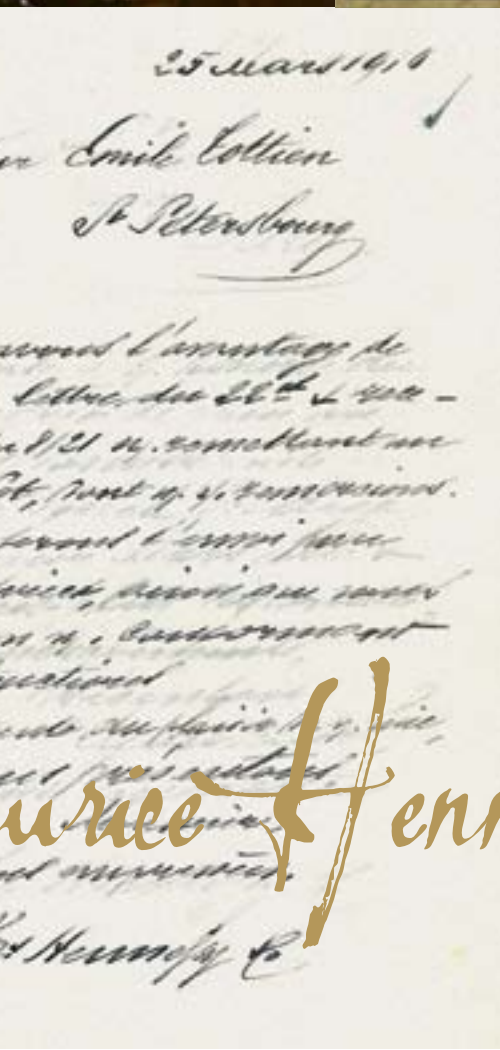
Messieurs J<sup>rs</sup> Hennessy & C<sup>ie</sup>

## The Hennessy Foundation

The Russian Hennessy Foundation was created in 2004 to provide new opportunities for Franco-Russian cultural exchange. Underlying the Hennessy partnership with the Hermitage Museum is the memory of court receptions at the Winter Palace, the residence of Maria Feodorovna. The Stars of the White Nights Festival at the Mariinsky Theatre, which ends with a ball at Tsarskoye Selo, one of the palaces of Catherine II, is rooted in the vivid memory of the parties she gave there. And Hennessy's support for the 2009 centenary of the *Russian Seasons*, dedicated to Serge Diaghilev, was inspired by the grace of the Russian ballets which made their debut in Paris a century earlier.

Hennessy strikes many a chord in the music world, lending its support to promising young artists and future virtuosos. Forming a bridge between yesterday and tomorrow and never ceasing to project into the future: an on-going quest for Hennessy.





*Tsar Nicholas II, Maurice Hennessy, Red Square*

Two centuries of adventures in Russia  
Key events

- 1781: Emperor Paul I and his wife, Maria Feodorovna, visit France.
- 1818: The dowager empress Maria Feodorovna places a special order with James Hennessy to celebrate the birthday of her son, Tsar Alexander I.
- 1828: Hennessy becomes the main supplier to the court, the Imperial Fleet, and the Imperial Guard; a Hennessy commercial structure for Russia is created in Saint Petersburg.
- 1870: Maurice Hennessy and Emile Fillioux create the Hennessy X.O appellation.
- The 1890s: Despite naval blockades, Hennessy cognac manages to reach the shores of the Neva, via the large Scandinavian ports.
- 1896: Emile Tottien becomes Hennessy's agent in Saint Petersburg.
- 1904: A Hennessy agency opens in Moscow.
- 1909: A large order is placed by the Imperial Chancery.
- 21 February 1913: Hennessy is served at the ball marking the 300th anniversary of the imperial dynasty of the Romanov family. A performance is given at the Mariinsky Theatre, of which Hennessy is a patron today.
- The Thirties: In spite of the Russian Revolution, Hennessy continues to cultivate its ties with Russia. The great Russian illustrator Vishnevsky designs international advertising campaigns for Hennessy.
- 1953: A special order is placed by Prince Trubetskoy.
- The Nineties: The Anton string quartet undertakes a ten-year international tour, supported by the Maison; they are entertained at the Château de Bagnolet.
- 1992: Hennessy cognac exports resume and Hennessy is rapidly distributed all across Russia, from Kaliningrad to Vladivostok, from Murmansk to Sochi.
- 1994: The first long journey of Maurice Hennessy in Russia.
- 2004: Creation of the Russian Hennessy Foundation, to encourage creativity and young talent. Celebrating its 50th anniversary, the Borodin string quartet gives a concert at Bagnolet, the Hennessy family home.
- 2005: The Bolshoi theatre troupe is welcomed at the Château de Bagnolet.
- 2006: Serge Poliakov exhibition at Quais Hennessy, in Cognac.
- 2009: Hennessy supports the centenary of the Paris "Russian Seasons", dedicated to Serge Diaghilev.
- 2011: Creation of a Moët Hennessy subsidiary in Russia. Launch of Paradis Impérial in Saint Petersburg.
- 2014: Hennessy supports the First Moscow Biennial of Street Art.



# HENNESSY IN CHINA

# 血氣衰弱

# The "Legend of the Ages"

日飲斧頭牌三星拔蘭地  
一盃，則能反弱為強，  
其功效能保健生暖並使  
身心愉快。

斧頭牌三星拔蘭地，品  
質至純，強弱適川，老  
弱咸宜。

總代理

龍東公司

（本洲各埠電話樓大行銀國法）

APB 9

斧頭牌三星拔蘭地  
HENNESSY BRANDY

**1872** *A wharf in Rochefort, southwest France. Crates are waiting to be loaded on board a steamship to London, and then onward to China, where Hennessy has been present since 1859. In them is one of Hennessy's most remarkable creations since the Maison was founded: a cognac with a golden hue that Maurice Hennessy and his Master Blender Emile Fillioux have baptised Hennessy X.O. It flatters the palate with a unique blend of aromas, for which it will be dubbed the "Golden Elixir".*

A few months later (the Suez Canal was not yet open), the precious cargo arrived in Shanghai and Hong Kong. It was about to conquer a gourmet market that for a thousand years had been characterised by the most refined tastes. Since its creation in 1870, its flavour had lost none of its sophisticated structure, the result of a philosophy of excellence borne up by a *savoir-faire* unique in the world.

**1992** *The clipper Spirit of Hennessy arrives in China. The ship has come to celebrate 120 years of this legendary saga. Thanks in particular to the continued loyalty of the Chinese of Hong Kong, strong ties have survived the last century, during which China was closed off to the outside world.*





Hennessy advertisement China



Hennessy advertisement China



Celebration of 120th anniversary of the first shipment to China



Hennessy advertisement China



Guangzhou

## Eight generations

### 1765

At the time when Richard Hennessy was creating the Maison that bears his name, the Europe of the Enlightenment, in which he was so at home, was surprisingly close philosophically to the Middle Kingdom. China was the second most powerful country of that era and, like its intellectual, philosophical, and artistic treasures, its history fascinated the entire world. In that same year, it was to French painters that Emperor Qianlong turned for sixteen engravings illustrating his conquests. Less than a century later, the Hennessy family would enjoy strong and enduring ties with the country.

When their Chinese adventure began, between 1859 and 1867, the Hennessy dynasty was already a reality. It had weathered the tempests of Western history for generations, including the American War of Independence and the Napoleonic blockade that made the seas so uncertain. Hennessy had had to fight to maintain its name and reputation, never ceasing to create and innovate for the future. Upon his father's death in 1800, James Hennessy took over, succeeded in turn by his sons, all following in the path laid out by their ancestors. They were the first links in a long and uninterrupted chain that has lasted for eight generations, symbolised in Cognac by one of their family homes, the Château de Bagnolet, where a timeless French *art de vivre* continues to reign and to enchant Hennessy's prestigious guests.

The Hennessys are driven by one ambition: to pass on the very best to future generations, thereby ensuring the longevity of their Maison. In that, their trusted partners over the years have been the Fillioux, a family of virtuoso Master Blenders with the gift of assembling the finest eaux-de-vie in the Charentais vineyards. The cornerstone of the Fillioux's expertise is an "art of blending", on which their reputation is founded, and which applies to what they do as well as to how they do it. Wherever they have gone in the world, the Hennessys have sought to adapt rather than to impose, through a long history of encounters and partnerships with exceptional men, powerful agents who have structured the market around them. Theirs is a history of strong commercial and social networks, based on trust, loyalty, empathy, and openness of spirit. In 1870, it was George Smith who began to pave the way for the brand in China.

## Guangzhou, open to the world

China at the time was dominated by the Qing dynasty. One century earlier, the port of Guangzhou had been opened to Europeans. What had been the capital of the Nanyue kingdom in the second century B.C. had by then become one of the hubs of the legendary "silk road", which channelled all the great voyagers and merchants to imperial China. Chinese civilization was already over a thousand years old and was universally admired for its sophisticated culture; since the

Han, Tang, and Ming dynasties, it had been profoundly cosmopolitan and open to other peoples and cultures. It was also the source of innumerable innovations that shaped the world, including the compass, paper, moveable type, silk screening, and gunpowder. The imperial dynasties filled their courts with educated people and great poets, and left a unique legacy for humanity: a way of living that was timeless, in keeping with the ambitions and rhythms which are China's alone.

This was immediately evident to the representatives of Hennessy who came to Shanghai and Hong Kong. They worked with Chinese brokers and *compradors* (traders) to achieve a solid footing locally and understand in depth the expectations of this new market they were just discovering. As always with the Hennessys, an open mind implies humility. They set about cultivating networks and building relationships with representatives of the Middle Kingdom.





Rondon  
China  
2-12-35



## The "Shanghai dream"

Since the opening of the Suez Canal in the 1880s, China had been no more than a month away from Marseille, the great southern port of France. Aden, Pondicherry, Singapore, Hong Kong, Shanghai, and Tokyo: the "cognac road" frequently paralleled that of Marco Polo. When Maurice Hennessy — of the family's 6th generation — arrived in Shanghai in 1928 to pay a visit to Louis Rondon, Hennessy's sole agent in China since the beginning of the century, he was thunderstruck. The "pearl of the Orient", as it was known, rivalled New York for business and Paris for lifestyle;

introducing art nouveau and later art deco, the greatest architects had made the city a showcase of avant-garde design. On the Bund running beside the Huangpu river, skyscrapers reached boldly for the sky, vying for primacy though dominated by that of Victor Sassoon, Shanghai's greatest builder, heir to one of the most powerful business dynasties in all of the Orient, alongside that of the Soong sisters.

# 地蘭拔星三牌頭奔





## “Hennessy Road”

In 1925, Louis Rondon, Hennessy’s Far East agent, had introduced the brand to all of China’s ports, as well as to what are now Vietnam, Myanmar, and Cambodia. He also thought of himself as an “ambassador” of the Charente terroir where Hennessy cognac was born: he spread its reputation into the most distant provinces of China, using a documentary that had been produced in Cognac and presented at the Shanghai International Exhibition in 1936. From a beverage appreciated exclusively by Mandarins and an educated elite in the second half of the nineteenth century, Hennessy cognac had come full circle and was now ready to meet the Chinese people.

**1928**

*Everything is ready for Maurice Hennessy’s visit. He is eager to visit the bottling unit opened in the early Twenties and staffed by local workers. With its large portrait of Richard Hennessy, it somehow symbolises the prestige of the company in China.*

*This evening, a party will be held in his honour, with everyone who is anyone in Shanghai in attendance: a melting pot of French, Chinese, British, Americans, and White Russians who have made this port one of the most cosmopolitan and fashionable capitals in the world.*

Now one of the largest megalopolises in the world, Shanghai has developed an even greater influence in the world in both economic and cultural terms. It is the contemporary incarnation today of the trend-setting “Chinese myth”, home to a creativity and boldness the impact of which is felt throughout the world.

After Shanghai, Maurice Hennessy went to Hong Kong, the business hub of Southeast Asia, where the Chinese had appreciated Hennessy cognac from the moment it arrived in China. A cousin of the family, John Pope Hennessy, who was Governor of Hong Kong from 1877 to 1882, had become a national hero. He even had a street named after him: Hennessy Road... So when Maurice Hennessy, of the eighth generation of Hennessys, went to China a few years ago, he was welcomed like a star and had the pleasure of sharing the story of his family with the Chinese who had come to meet him.

The Hennessy name was by then well known and respected, associated with a fabulous history and with creations “made in France” that symbolise French quality and sophistication, products whose savours can be paired so successfully with the refinements of Cantonese and Hong Kong cuisine.



## Modern metamorphoses

Hennessy’s heritage and its commitment to the arts are clear in today’s modern, urban “Maison”, open to the contemporary artistic world. Its musical events in Shanghai and Hong Kong feature top foreign artists as well as Chinese

celebrities. These kinds of concerts are all the rage with China’s Generation Y, tuned in to the latest trends and comfortable with a brand whose values are in sync with their own: built on solid foundations and focused on the future.







“HENNY”



# An African Saga

It's not easy to imagine what connection there might be between a "thirty-something" in Johannesburg, Abuja, or New York and Richard Hennessy, the Irishman born in 1724. And yet, 250 years after its creation, the company that bears his name is on the lips of an entire generation of African trend-setters and of the global hip hop family, which has even given it a friendly nickname: "Henny". Identifying more today than ever with the values the Maison has embodied for so long, increasing numbers of Africans have made it "their" brand. Africa and Hennessy: two culturally compatible world views... though not everyone knows that behind the name "Henny" is a dynasty with an impressive history spanning eight generations.

If you look closely, there is a mysterious but strong tie linking these people, and connecting the eighteenth to the twenty-first century: it's what we call the little things in life. The everyday experiences that populate the songs of today's rappers in Nigeria with mantras of a contemporary philosophy of self-fulfilment: *How can we realise our dreams? How can we carry on in spite of everything? How can we continue to move forward?*





Nigeria, 1972

## In the Founder's footsteps

In 1765, Richard Hennessy was asking those very questions: he was “only” the youngest son of a family of minor Irish nobility, and according to custom, he would not receive any inheritance. He was going to have to make it on his own. And that's why he set off for France, and why, after some time spent in the French army in which he had enlisted — like many of his Irish compatriots at the time — he found himself in Cognac. Since the British seemed to be crazy about brandy, he figured he might as well sell it to them, because the little corner of France where Richard had decided to settle had one unique feature: an exceptional

*terroir* where very special vineyards flourished, producing grapes that were transformed into a beverage unique in the world, known as “cognac”.

Richard had a dream as a young man: to conquer the world, to be the very best. And that is what he became. Already present in the New World when America was born, Hennessy cognac arrived in South Africa a century later, in 1866, and in Kenya at the beginning of the 1920s. The descendants of the visionary self-made man have never stopped exploring every corner of the world, cultivating an “art of blending”.



Just as the orchestra conductor makes instruments sing together, so they blend eaux-de-vie using their unique *savoir-faire*. Their very DNA drives them to adapt to local cultures and to the important trends of the time.



First shipment to South Africa, 1866

## African resonance

Hennessy has been present at every important step in the African saga from the nineteenth to the twenty-first century. Six years after the country was founded, Hennessy was present in Nigeria and, in 1960, it participated in the exhibition celebrating its Independence. Building on its unique relationship with both Africans and African Americans, Hennessy was already devising ad campaigns to speak directly to African Americans in the Twenties. And in the Thirties, jazz and soul music created a bridge between Africa and the West which translated social change and became a signature means of expression.

Little by little, on both sides of the Atlantic, cultural mixing was becoming the norm. A new generation of jazz musicians shared a lust for life that the Hennessy family could well understand, having stood up for over two centuries to obstacles that would have daunted others: wars, naval blockades, revolutions and natural disasters like the phylloxera that almost destroyed France's vineyards at the end of the nineteenth century. Never give up. Never stop believing in yourself. Achieve what others might think impossible.

A meeting of minds and deep mutual respect were inevitable between Africa and Hennessy, the brand capable of bringing



DJ at V.S event in Johannesburg

together so many modern forms of expression, creating a bond that would survive the African continent's dark hours, when Hennessy was tirelessly supporting independence movements. Today, that bond endures, reinforced by common codes and values. For the people of Africa, there is something about Hennessy they understand and can identify with. They also share with Hennessy a passion for music, the art form that knows no borders. The brand is like a melting pot that fires imaginations in the United States, the Caribbean, and the youth of Africa — new generations proud of their culture and imitators of no one.





Mural by Shepard Fairey in Johannesburg

## Inventing the future

### 1993 - Abuja

*An unlikely Irish pub with only a few customers, where a handful of Nigerians are sampling a bottle bearing the arm and axe that are the emblem of Hennessy. "You know, the Nigerians like coming here!" confirms the owner to the brand's agent, who has dropped by to see her.*

In no time at all, Hennessy was to experience a success story few might have expected, leading all the way to the day in 2010 when it participated in the exhibition marking the 50th anniversary of the country's independence-enjoying, as always, that little "head start" that has often made all the difference throughout the brand's history. As early as 1995, Hennessy also pioneered in Soweto, organising castings for future ad campaigns, and since then, the label has never stopped breaking new ground. This is what has made it a brand to be reckoned with in the English-speaking countries of Africa: Ghana, Kenya, and Tanzania.

Since 2009 in Nigeria, Hennessy has organised exceptional concerts showcasing artists driven by a desire to "make their dream come true", their hearts firmly set in Africa. In this, they resemble the graduates of international business schools who are returning home to South Africa, Ghana, Kenya, and Tanzania. These ultra-connected Millennials have just one thought in their minds: "innovate". Though students of history, they are focused on only one period: the future. And they have but one goal: to shape it.

## Boundless energy

### September 2014 - Johannesburg

*The great contemporary artist Shepard Fairey and a group of African street artists join in an event organised by Hennessy to celebrate the explosion of African urban cultures that have become art forms in their own right, turning a spotlight on the best of their generation. The general public has been invited and a contest has been organised to select the best mural. Parallel to the event, Hennessy has provided a forum where business leaders on the lookout for new creative talent can meet avant-garde designers.*

Once again, as is so often the case, Hennessy is a driver and incubator of new trends, providing a giant multicultural shaker in which to blend local and global, rural and urban, tradition and modernity, native and foreigner. It stands beside a young, vibrant Africa, eager to go faster and farther, brimming with imagination and boundless energy on both the cultural and entrepreneurial planes. In this new world of social networking, the stage is Africa and the horizon is the only limit, as it has been for "Henny" for the last 250 years. Never stop. Never stop dreaming, creating, accepting risks and responsibilities, moving forward.





# Hennessy

CRAFTING THE FUTURE  
SINCE 1765



Not intended for use in France