



N°1

EIGHT GENERATIONS
OF HENNESSYS

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Richard, James, Maurice...

1724-1800: Richard Hennessy

The patriarch and founder. After fighting in the army of King Louis XV, he settled in Cognac and created the Hennessy trading company in 1765.

1765-1843: James-Jacques Hennessy

The visionary. With his partner, Samuel Turner, Richard's oldest son structured the company and determined the criteria that would define the brand's identity: expertise, the will to lead, a dedication to excellence - from the quality of the barrels to the methods of shipping.

1795-1845: James Hennessy, then in 1800-1879: Auguste Hennessy

The sons of "James I" inherited values they would pass on to the Hennessy "dynasty". In particular, the spirit of conquest that, beginning in the nineteenth century, enabled the Maison to expand across five continents.

1835-1905: Maurice Hennessy

The innovator who worked in partnership with his Master Blender Emile Fillioux, introducing the star-based classification system, revolutionising shipping methods, creating X.O. At the end of the 1880s, his initiative was decisive in saving Hennessy from the phylloxera crisis that had started in the Seventies. With the help of scientists, his son James continued his work, benefitting the entire industry.

1867-1945: James Hennessy, then in 1874-1944: Jean Hennessy

James and Jean gave their all to speed up the restoration of the Charente vineyards, decimated by phylloxera, and to reorganise the cognac industry in such a way that it could bounce back under optimum conditions. James was a senator for Charente and Jean a député, a minister and an Ambassador of France. Both travelled widely.

1896-1990: Maurice Hennessy, then in 1907-2010: Kilian Hennessy

This is the period when Hennessy affirmed its status as a world leader. Maurice Hennessy and Raymond Fillioux worked closely together. The Maison attracted prestigious customers by means of advertising campaigns and global communications, shining a spotlight on its expertise and its avant-garde positioning. As early as the Twenties, it entertained high society, artists, and celebrities in the intimate, informal setting of the family home of Bagnolet.

1949: Gilles Hennessy

After the merger with Moët & Chandon in 1971 and the creation of the Moët Hennessy Group, the latter helped create LVMH in 1987. The legendary teams of Gilles Hennessy/Maurice Fillioux and later Gilles Hennessy/Yann Fillioux produced iconic new cognacs: Paradis in 1979 and Richard Hennessy in 1996.

1950: Maurice Richard Hennessy

The great-great-great grandson of Richard Hennessy - belonging to the eighth generation of the family - was born in the heart of the Charente region. An agronomist by trade, he joined the family Maison, and is today an Ambassador who travels the world. He knows all the secrets of cognac production, because, back home, this "grand voyageur" also owns several vineyards.





N°2

SEVEN GENERATIONS
OF FILLIOUX

N°2

SEVEN GENERATIONS OF FILLIOUX



Jean, Emile, Alfred... Master Blenders and Tasters

1779 - 1852: Jean Fillioux

The first to join forces with the Hennessy clan. He arrived shortly before 1800 and became chief cooper in 1806, staying with the Maison until 1838.

1801 - 1868: Christophe Fillioux

A cooper, like his father. The Hennessy family sent him for further training in Paris and he later became Master Blender, working for Hennessy from 1838 until 1859.

1825 - 1900: Emile Fillioux

Master Blender from 1859 to 1890, Emile Fillioux worked in close collaboration with Maurice Hennessy and was a valued partner. He was responsible for the star-based cognac classification system, a formalised “art” of blending, and the creation, in 1870, of X.O.

1862 - 1941: Alfred Fillioux

After the phylloxera crisis that destroyed France’s vineyards, Master Blender from 1890 to 1941, he patiently rebuilt Hennessy’s treasure store: one of the most extensive reserves of old eaux-de-vie in the world. He had remarkable foresight, and perfected a number of unique blends that were the ancestors of today’s exceptional Hennessy cognacs.

1888 - 1974: Raymond Fillioux

This great oenologist was a friend of Jean Monnet, a “networker” before his time, and a world traveller. Alongside Maurice Hennessy, to whom he was very close, he formed another outstanding Hennessy-Fillioux team from 1941 to 1958. It was also he who formally set out the organisation and structure of the Comité de Dégustation, the committee of experts unique in the field.

1926 - 2006: Maurice Fillioux

Master blender from 1958 to 1991, this ardent music-lover could not have been anything other than a virtuoso Blender, as he proved with his masterpiece, Paradis. Alongside Alain de Pracomtal, Chairman of Hennessy, he was also responsible for the Maison during this period, and was one of the drivers behind Hennessy’s deep involvement in the music world, from classical to jazz. The world of cognac, whose notes he compared to those of a score, had always seemed so similar to that of music...

1947: Yann Fillioux

Yann Fillioux became Master Blender and Taster in 1991. He is the “guardian of the temple”, responsible for ensuring continuity in terms of creativity and excellence. A passionate art-lover, he has given us cognacs of exceptional quality and finesse, including “Richard Hennessy” and “Paradis Impérial”. Today, he brings us Hennessy 250 Collector Blend.

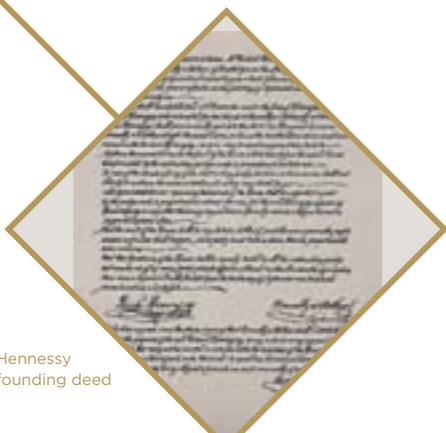




Nº3

MILESTONES

N°3 MILESTONES



Hennessy
founding deed



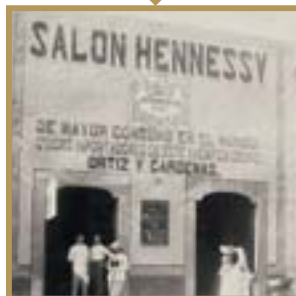
King George IV
of England



Hennessy Advertisement



Maria Feodorovna,
Dowager Empress of Russia



Hennessy in Mexico

Perpetual movement

- 1765:** Richard Hennessy creates the Hennessy trading company
- 1784:** An order is received from the court of King Louis XVI
- 1794:** Hennessy cognac arrives in America (New York)
By the end of the 18th century, Hennessy is in the Caribbean
- 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. In a matter of years, Hennessy becomes the privileged purveyor to the court, remaining so until 1914
- 1819:** Hennessy arrives in India (Calcutta)
- 1855:** Hennessy establishes itself in Melbourne, Australia
- 1856:** The arm and the axe borrowed from the family crest become the symbol for the Maison
- 1859:** First shipments to China and Peru
- 1862-63:** First shipments to Chile, Panama, New Zealand
- 1865:** Classification of Hennessy cognacs with 1, 2, or 3 stars
Launch of V.S
- 1866:** First shipments to Japan and Singapore
Hennessy establishes itself in South Africa
- 1867:** Hennessy represented in Malaysia, Hong Kong
- 1870:** Launch of Hennessy X.O. Hennessy arrives in Brazil
- 1871:** First shipments to Nicaragua, Burma, Puerto Rico
- 1872:** First shipment of Hennessy X.O to Shanghai
- 1878:** First shipments to Indonesia
- 1890s:** Arrival in Mexico. Hennessy among the world leaders in the cognac market
- 1902:** "Grand Tour" from India to Australia of James Hennessy - 5th generation Hennessy
- 1905:** Hennessy launches its first large-scale international press campaigns
- 1913:** X.O served at the ball celebrating the 300th anniversary of the Romanovs
- 1928:** Maurice Hennessy - 6th generation in the family - travels to China
- 1936:** Hennessy is the only cognac served on the maiden voyage of the Queen Mary I
- 1940s:** American soldiers and musicians rediscover Hennessy cognac in France
- 1947:** Gérald de Geoffre designs the decanter for X.O
- 1971:** Creation of the Moët Hennessy Group
- 1979:** Creation of Paradis
- 1980s-90s:** Hennessy becomes a leader in the American market
- 1987:** Founding of the LVMH Group
- 1992:** Exports resume to Russia / The clipper "Spirit of Hennessy" celebrates the 120th anniversary of the arrival of X.O in China
- 1994:** Maurice-Richard Hennessy - 8th generation in the family - travels to Russia
- 1996:** Creation of "Richard Hennessy" as a tribute to the founder of the Maison
- 2000-2015:** Hennessy has become an icon in the hip hop family in the United States and English-speaking Africa
Collaborations continue with major designers, giving rise to prestige limited editions
- 2011:** Launch of Paradis Impérial in Saint Petersburg
- 2015:** Hennessy, present in more than 120 countries, celebrates its 250th anniversary, in perpetual movement...



N°4

FOUR GRANDS CRUS

N°4

FOUR GRANDS CRUS



The magic of *terroir*

Hennessy creates its cognacs from the four “premier grand cru” winegrowing areas of the Cognac “terroir”, which has six eligible for an AOC classification, including Bons Bois and Bois Ordinaires, not used by the Maison. The four were chosen for their hillside position and the characteristics of their soil and subsoil. The Cognac region stretches from the steppes of Limousin to the shores of the Atlantic Ocean and is divided into two “départements”: Charente and Charente Maritime. The grape harvest begins in mid-September.

Grande Champagne: 13,600 hectares of vineyards. Limestone subsoil that results in potent eaux-de-vie with floral notes and which age well.

Petite Champagne: 15,700 hectares of vineyards. A more “compact” limestone subsoil; slightly less floral notes.

Borderies: A “small” cru covering 4,200 hectares, with clay and limestone subsoils that lend subtlety and elegance to the eaux-de-vie.

Fins Bois: 32,000 hectares of vineyards with clay and limestone subsoils that lend roundness and are perfect for blending young cognacs.

What is Ugni Blanc?

Ugni Blanc is an old grape variety that today accounts for 95% of AOC cognac. It is extremely hardy and fertile; the grape yields a light, acidic white wine which is ideal for distilling.

1,500 winegrowers

Of the 4,500 winegrowers who cultivate 75,000 hectares of Cognac vineyards, Hennessy works with 1,500 independent growers who are all priority partners of the Maison, providing 99.9% of the eaux-de-vie it needs. Hennessy also owns and cultivates 180 hectares of vineyards, which are used as experimental fields for advancing sustainable development and integrated farm management and for testing a number of quality criteria.



N°5

SECRETS OF PRODUCTION

N°5

SECRETS OF PRODUCTION

250 years of *savoir-faire*

Three key processes

Selection: The quality and the origin of the eaux-de-vie are essential, over and above the recognised crus – Grand Champagne, Petite Champagne, Borderies, Fins Bois – it is first of all the potential and purpose of each eau-de-vie that ultimately guides the selection.

Ageing: This is the maturing of the eaux-de-vie. The age of an eau-de-vie is calculated according to the time it spends maturing in oak barrels. With 370,000 barrels of Limousin-type oak, Hennessy possesses one of the world's largest reserves of cognacs. It is also the only producer with an integrated workshop, the La Sarrazine cooperage, boasting 18 craftsmen who assemble by hand all barrels not purchased elsewhere.

Blending: This is a true “art” which, for the Master Blender and the experts on the Comité de Dégustation, consists of blending up to 100 different aromas into a single cognac. Whatever the complexity of the different cuts, there is always a single objective: to guarantee continuity of taste over time. In addition to their daily tasting sessions through the year, the Comité devotes one month to evaluating several dozen eau-de-vie vintages from the Maison's reserves and deciding on their future: leaving them in their barrels, or using them now or later in an assemblage. The age of an eau-de-vie is not the most important criterion in this selection, it is rather its degree of maturity: whether or not it has reached what is called its “apogee”.

A question of wood...

Because there can be no good cognac without good barrels, wood is one of Hennessy's first priorities in its quest for excellence. It is therefore important to have absolute control over the wood supply: the Maison only uses oak from the Limousin region, grown in forests that are now sustainably managed. The trees must be between 100 and 150 years old. They have wide-grain wood with vanilla, toast, and grilled facets, rich aromas that the eaux-de-vie will drink up as they age. This is also where they will take on their colour, from a shimmering yellow to a honeyed brown.

Distillation

Hennessy works with twenty distillers in the region, both large and small, and has three distilleries of its own. Two distillations in a single Charentais still, over two 12-hour cycles: this is the strict requirement for the “eau-de-vie de Cognac” appellation. The first distillation results in a cloudy “brouillis”, which will become a crystal-clear eau-de-vie during the second, from which only the “heart” is kept. Hennessy distils with the lees of the wine, to optimise fruitiness. On average, it takes nine litres of wine to produce one litre of eau-de-vie at 70°: this concentration through distillation is one of the mysteries of cognac, where alcohol, fire, water, copper, and brick enter into a unique dialogue.

The “dame-jeanne”

These 30- to 35-litre demijohns of glass encased in wicker (to protect against the light) hold the Maison's eaux-de-vie once they have reached their full maturity. They are stored in several cellars, including the “Chai du Fondateur” (the Founder's Cellar).

An angel passes...

Around 2% of the precious reserves evaporates each year: this is called the “angels' share”. For Hennessy, this lost volume would represent on average a total of over 4 million 70-cl bottles per year.

“Craft” or “art”?

There are many indispensable links in the Hennessy chain of excellence: wine-growers, distillers, coopers, master blenders and calligraphers. The calligraphy in chalk on the barrels in the cellars or penned on the labels of special orders enable the eau-de-vie to be identified (alongside the very modern bar codes). Four specialists have been Maison-trained to ensure continuity in this specialised art of beautiful writing, using a font unique to Hennessy: yet another facet of Hennessy's “philosophy of excellence”.





N°6

LEGENDARY PLACES

N°6

LEGENDARY PLACES



The Winds of History

Rue de La Richonne: The La Richonne headquarters on the shores of the Charente River dates back to the eighteenth century. The Grand Bureau de Dégustation where, under the direction of the Master Blender and Taster, six tasting experts meet every morning at 11.00 am, is unique in the world. Each expert represents a facet of the art of producing a cognac eau-de-vie. From this headquarters in the heart of Cognac, Hennessy's influence radiates around the world.

The Quais: The French architect Jean-Michel Wilmotte designed and built this cultural centre adjacent to La Richonne in 1996. Standing on a former Hennessy production site, the building is a delicate balance of white stone, glass and oak, with a copper roof reminiscent of the stills.

The Founder's Cellar: This cellar was named in honour of Richard Hennessy. Built in 1774, it was acquired by the Maison in 1850 to serve as an ageing cellar. Today, it is the oldest of the Maison's cellars, and holds its greatest treasures: old eaux-de-vie, including some dating back to 1800, preserved in dame-jeannes. Once a year, every year, they are inventoried and checked, as is the Maison's entire reserve.

The Château de Bagnolet: Built in 1801, it became the property of the Hennessy family in 1840. Privileged guests from the four corners of the earth are welcomed each year in its elegant reception rooms imbued with history, where the French "art de vivre" reigns supreme.

Le Peu Distillery: This is one of the three tradition Charentais distilleries belonging to and operated by Hennessy, though its copper stills are now gas-heated. It is here, in something akin to a test laboratory, that partner distillers and Hennessy professionals analyse the wine from the recently harvested grapes, trying to capture and understand the vintage so as to adjust the parameters of distillation to its characteristics, which vary from year to year. Specific expertise is called on for each "terroir" and each year.

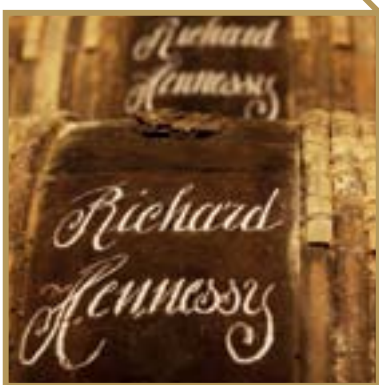


N°7

HENNESSY ICONS

N°7

HENNESSY ICONS



“Dynastic” products

V.S (Very Special) 3 stars - 1865: The “youngest” Hennessy cognac. It is the result of a blend of eaux-de-vie aged for at least two years and is the most popular Hennessy cognac among Americans.

V.S.O.P (Very Superior Old Pale) - 1817: Offering the perfect natural balance between character and suppleness, this cognac is composed of eaux-de-vie aged for at least four years. Its spicy aromas whisper of vanilla and cinnamon, mellowed by toasty notes that come from its slow maturation. While it is traditionally cut with water or soda, and sometimes even tea (in China), some prefer to drink it neat or on-the-rocks.

X.O - 1870: This “extra old” cognac is the timeless symbol of Hennessy. The complex blend guarantees an extremely long finish: powerful aromas of oak, old leather, and black pepper, balanced and softened by clove, cinnamon, and vanilla. It is extremely popular in Russia and Asia, where it is served with meals, and is today gaining loyal fans in America and Africa. Its iconic decanter was designed by Gérald de Geoffre in 1947.

For truly special occasions

As Maurice Hennessy notes when he travels, “the entire history of the Hennessy family” is contained in these premium cognacs reserved for special occasions, which contain eaux-de-vie aged for at least 40 years.

First, there is the bouquet of dry flowers and the very light, spicy aromas of **Paradis**, created in 1979. The glass decanter, faceted like all those in the “ultra-prestige” range, was designed as a variation on the X.O decanter.

Next, **Paradis Impérial**, a synonym of elegance, with its signature amber hue. This cognac was perfected in 2010 for lovers of rare things. It is the product of a painstaking process, the fruit of seven generations of expertise, and combines over one hundred eaux-de-vie. Its flowery aromas build to the headiness of jasmine and orange blossom, spiced with smoky notes. Each decanter is unique and numbered, coiffed by a crystal stopper with an 18-carat gold ring.

And finally, **Richard Hennessy**, created in 1996 in honour of the founder. It is a blend of a multitude of components, designed to preserve the qualities of its outstanding eaux-de-vie.



N°8

DESIGNERS & CREATORS

N°8

DESIGNERS AND CREATORS



Contemporary resonances

Jean-Michel Wilmotte

In 1996, Wilmotte designed Quais Hennessy in Cognac, a cultural centre and exhibition space that welcomes the art world and is also dedicated to sharing the history and savoir-faire of Hennessy.

Jean-Michel Othoniel

In 2007, Othoniel created “Beauté du Siècle”, a copy of which is on display in the Paris Museum of Decorative Arts. It was designed to celebrate the 100th birthday of Kilian Hennessy, and was made in collaboration with Salviati, Guerlain, Saint-Just, and Baccarat.

Olga Berluti

In 2009, Berluti created a limited edition series of 150 trunks to present the Mathusalem version of X.O.

Arik Levy

For the limited edition 2012 X.O Mathusalem decanter, launched at the Maastricht International Art Fair, the designer created a work-of-art bottle inspired by his “Rocks” sculpture series.

Futura

In 2012, the icon of the New York graffiti scene designed a limited edition for V.S.

Pininfarina for V.S, Os Gemeos for V.S, Tom Dixon for X.O, Shepard Fairey for V.S, Peter Saville for V.S.O.P

From 2012 to 2014, each of these world-renowned artists and designers created designs for Hennessy.

Stéphanie Balini

In 2015, the winner of the Young Designers Award sponsored by the Colbert Committee created the collector’s box and decanter for the Hennessy 250 Collector Blend.

Close up...

The world of photographers Marc Riboud and Jonathan Mannion, exhibited by Hennessy in 2011 and 2013. In 2012, Todd Selby focused his lens on the Maison.





N°9

E... IS FOR

ENVIRONMENT

N°9

E... IS FOR ENVIRONMENT



Environmental performance

For Hennessy, the key to the future has, for many years, been a “chain” incorporating environmental considerations at every stage in production. Once simply an empirical and very natural concern, this collective environmental awareness has gradually taken on the importance of a core tenet: new challenges exist today which, in keeping with its values of continuity and transmission, the Maison has been bringing to the attention of all those it works with. Led by a team of 5 who are primarily experts, and 35 non-dedicated key players who include environmental auditors and technicians, the “all-sector” quest to improve energy use and quality involves not only Hennessy’s employees but also its many partners – the winegrowers, distillers, and suppliers. This has given rise to a true policy of environmental management and to entirely new professions, to intergenerational training and a series of innovations. In all, 147 steps in the Hennessy cognac production process are now covered by strict criteria to ensure consumer safety.

A pioneering cross-sector commitment.

In the Seventies: Hennessy co-founded Revico, an association of a number of cognac producers whose objective was to treat distillation residues.

1991: Creation of the Hennessy Environment Committee.

1998: 14001 certification — a first in the world of spirits. This has been renewed every three years since that date. This was completed in 2007 by ISO 22000 certification (renewed in 2010 and 2013), reflecting the highest standards of food safety.

2002: Hennessy’s first carbon assessment — aimed at quantifying emissions of greenhouse gases. Very quickly, this led to a 20% reduction in gas consumed by distillery boilers.

2009: Second carbon assessment and implementation of a “Sustainable Transport” action plan, involving the acquisition of the first electric vehicles and an in-house training program on eco-friendly driving practices / The first project for the design of an eco-friendly cognac bottle.

2011: Sodepa, Hennessy’s winegrowing subsidiary, was chosen as the benchmark in the framework of the Ecophyto 2018 plan (for sustainable winemaking) / Policy statement on food safety.

2012: Third carbon assessment and implementation of an energy management system.

2013: Launch of the electro-solar boat for visitors and resumption of “piggy-back” rail-road transport out of Cognac.

2014: Continuing actions in favour of sustainable winegrowing and biodiversity (bee-attractive flowering hedges and fallow crops).

A global energy-management pilot plan

Waste treatment: Elimination of 98.6% of distillation residues, while generating the production of biogas — green energy used to heat the greenhouses of the city of Cognac. Moreover, 100% of all wastes are sorted today and 92% are recycled: glass, barrel bungs, barrels, cork, and boxes are all recycled.

Water consumption: Between 2002 and 2013, Hennessy cut water consumption by 35%. In the distilleries, consumption dropped by 90% with the implementation of closed circuits.

Sustainable transport: 90% of shipments of finished products are now via rail or sea. In the near future, 82% of the small vans used on its various production sites will be 100% electric.

Energy: Since 2002, gas consumption has been reduced by 30%. In view of the environmental challenges on the horizon, extensive research is being carried out on alternative, clean, renewable energies.

Eco-design: Hennessy has introduced “eco-design” to its packaging production process, with no visible effect on their “luxury” appearance.



N°10

CREDITS

N°10 CREDITS

CONCEPT AND CREATION

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PART 3: INTERNATIONAL

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