

FOOD AND BEVERAGE

Mot Hennessy teaches Alexa to be a Champagne connoisseur

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Mot Hennessy Champagnes stand with Amazon Alexa. Image credit: Mot Hennessy

By STAFF REPORTS

Mot Hennessy USA has developed a "Bottles and Bubbles" skill for Amazon's virtual assistant Alexa to educate consumers about Champagne at home.

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A number of brands and retailers have created skills for Amazon Alexa as a way to tap into the artificial intelligence trend by curating digital-enabled experiences. Mot Hennessy, the spirits division of luxury goods group LVMH, has been boosting its digital touchpoints recently as discovery and purchases are now more apt to happen via an electronic device.

Poppin' the cork on AI

Mot Hennessy's Bottles and Bubbles is an engaging and interactive skill for Amazon Alexa.

The spirits group, which includes its namesake Mot & Chandon and others such as Krug and Ruinart, developed the voice-activated technology for Alexa to help consumers become Champagne connoisseurs.

Mot Hennessy's teaching experience has typically been reserved for tastings and masterclasses that educate Champagne lovers on notes, pairings and the history of its sparkling wines.

Alexa will share with at-home consumers tips and lessons such recommended Champagne pairings, moments to celebrate and how to pronounce the Champagne houses of Mot Hennessy.

When the skill is enabled via the Alexa app or Amazon's Web site, consumers must say, "Alexa, open Bottles and Bubbles" to start the Champagne-themed experience. Once engaged, there are six areas of conversational and educational content to explore.

Champagne 101, for example, provides Champagne basics and shares information about Mot Hennessy's brands. Alexa's skill also includes a calendar of celebratory moments ideal for Champagne, beyond the obvious New Year's Eve, anniversaries and Valentine's Day.

Alexa's Bottles and Bubbles also has suggestions to elevate social gatherings, such as food recommendations and

Champagne pairings, hosting tips and Champagne-inspired playlists.

Mot Hennessy developed Bottles and Bubbles in partnership with creative technology agency Rehab after the spirits brand took note of consumers' interest in a more immersive voice experience.

"As Mot Hennessy USA continues to bring new and innovative experiences to consumers, we are excited to announce the Bottles and Bubbles skill on Amazon's Alexa," said Mot Hennessy in a brand statement.

"New technologies are providing us with incredible opportunity to not only grow our business, but to engage with our consumers in exciting ways while still delivering on our commitment to building luxury brands," it said.

"Bottles and Bubbles will empower individuals with a Champagne education and help them create the perfect Champagne experience in their own homes."



Mot Hennessy commonly positions its Champagnes as the go-to spirit for any sort of celebration. Image credit: Mot Hennessy

Currently, the Bottles and Bubbles skill for Alexa is only available in the United States.

Earlier this year, Mot Hennessy ventured into ecommerce for its spirit brands.

Mot Hennessy teamed with startup Clos19, an experiential ecommerce platform focusing on spirits and lifestyle. Clos19 launched April 26 first in the United Kingdom before expanding its reach to additional markets.

Wines and spirits such as Mot & Chandon and Hennessy, are sold through Clos19. In certain regions, consumers are able to order Mot Hennessy spirits with 24-hour delivery service.

Clos19 also offers a party planning service, exclusive events and lifestyle and hosting tips ([see story](#)).

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