

FOOD AND BEVERAGE

Food and beverage sector's Top 10 headlines of 2017

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Ritz-Carlton Beijing and Air China teamed for a 4-course Italian meal. Image credit: Air China

By STAFF REPORTS

Driven by consumers' preference of experiences over material objects, 2017 was an excellent year for the high-end food and beverage sector.

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For this sector, this year saw many stories of luxury brands partnering with fine dining establishments and distilleries for experiences that combined an experience with a high-end meal or beverage. Outside of these collaborations, 2017 also marked a number of food and beverage brands embracing new technology, such as augmented reality, to better market their products.

Here are the top 10 articles on the food and beverage sector from this past year:



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

Mot Hennessy teaches Alexa to be a Champagne connoisseur

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

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.

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Colgin Cellars in Napa Valley. Image credit: LVMH

LVMH adds Napa Valley winery to stable

Luxury conglomerate Mot Hennessy Louis Vuitton has acquired a 60 percent stake in Colgin Cellars.

Founded in 1992, Colgin Cellars is run by founder Ann Colgin and her husband Joe Wender. The addition of this winery expands LVMH's portfolio, which includes vineyards from Burgundy, France to Brazil.

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Harrods' newly renovated Roastery and Bake Hall. Image courtesy of Harrods

Harrods serves up new culinary concepts in Food Hall makeover

British department store Harrods has unveiled the first phase of the renovation of its Food Halls with the opening of a new Roastery and Bake Hall.

Dubbed "The Taste Revolution," Harrods' two-year remodel plan marks the first major update to its culinary department in three decades. With its roots as a grocer, Harrods is looking to create food concepts that will make it ready for the future.

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Tiffany's Blue Box Cafe is located on the fourth floor of the New York store. Image credit: Tiffany

Tiffany unveils first retail dining concept at New York flagship

U.S. jeweler Tiffany & Co. is continuing to rework its retail strategy with the opening of an eatery located within its famed Fifth Avenue flagship.

Located on the newly renovated fourth floor of its New York store, Tiffany's Blue Box Cafe is the first retail dining concept envisioned by the jeweler. The fourth floor also houses Tiffany's new Home & Accessories collection of elevated everyday objects, its baby boutique, a collection of vintage books curated by Assouline as well as an area dedicated to the jeweler's fragrance.

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The Macallan AR app is available for Apple iOS11 devices. Image credit: The Macallan

The Macallan unbottles Scotch whiskies' elements via AR app

Scottish distiller The Macallan has developed an immersive augmented reality application to educate consumers on the differences between two distinct whiskies.

By using The Macallan AR app, consumers will learn what differentiates the distiller's Sherry Oak 12 Years Old and the Double Cask 12 Years Old, an experience likely to be enjoyed by both experienced and novice Scotch enthusiasts. Augmented reality's use has been explored in a variety of industry sectors, most often as a teaching tool that heightens experience through interaction.

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9-year-old Cecilia Hollingsworth's interpretation of summer. Image courtesy of Neiman Marcus

Neiman Marcus turns to teens to develop healthy kid-friendly fare

Department store chain Neiman Marcus is helping its smallest shoppers dine healthily through a menu developed in collaboration with local Girl Scouts.

Working with the Girl Scouts of Northeast Texas and Dallas' Medical City Children's Hospital kids teaching kids program, Neiman Marcus created a new Kid's Fit Menu that will be used in its 43 in-store restaurants. Part of the retailer's the Heart of Neiman Marcus Foundation, the initiative enables the company to support children with arts education.

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Dom Prignon's Prism is limited-edition and signed by the artist. Image credit: Dom Prignon

Dom Prignon uses prisms, light to drink the stars

LVMH-owned Champagne house Dom Prignon has interpreted a phrase said by its namesake Benedictine monk through a commissioned piece of art.

The Champagne brand has invited Japanese designer and artist Tokujin Yoshioka to create an artwork using the famous words of Dom Prignon, "I'm drinking stars!" as the prompt. As advocates of the arts, luxury brands often work with contemporary artists to explore brand codes in various mediums.

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Demand for rare whiskies and scotch has grown by more than 90 percent. Image credit: Rare Whisky 101

Demand for rare whiskies at auction experiencing unprecedented growth

Affluent consumers' appetite for rare and valuable vintages of whisky is growing in both volume and value this year, rising by more than 90 percent, according to a new report from Rare Whisky 101.

The first six months of 2017 have seen demand for rare and vintage whiskies at auction reaching an unprecedented high. According to Rare Whisky 101's figures the current market for single malt Scotch whisky is at an all-time half year high.

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Table setting for Peninsula Hong Kong's Van Cleef & Arpels-themed tea. Image credit: Peninsula Hong Kong

Peninsula Hong Kong turns Van Cleef & Arpels' inspirations into tea-sized treats

The Peninsula Hotel Hong Kong is celebrating a four decade-long relationship with French jeweler Van Cleef & Arpels through a co-presented afternoon tea service.

Richemont-owned Van Cleef & Arpels opened a boutique at The Peninsula Hong Kong in 1975 and recently expanding the store's footprint at The Peninsula Arcade. Boutiques found within hotels often perform well because consumers are more apt to spend while on vacation, similar to travel retail found in airports.

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Ritz-Carlton Beijing and Air China teamed for a four-course Italian meal. Image credit: Air China

Ritz-Carlton, Air China team for first class dining experience

The Ritz-Carlton Hotel, Beijing is going above the clouds with Air China for a new in-flight catering partnership.

Beginning July 26, Ritz-Carlton's culinary expertise will be applied to the Chinese airline's onboard experience. Hospitality brands are increasingly looking upwards to heighten in-flight experiences to ensure that all parts of the journey are cohesive and match the expectations of discerning travelers.

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