

FOOD AND BEVERAGE

Mot Hennessy facilitates experiential gifting

October 18, 2018



Mot Hennessy provides a watch and scotch tasting event for holiday gifting. Image credit: Mot Hennessy

By STAFF REPORTS

Luxury group LVMH's spirits division is leaning into the growth of experiential marketing in luxury with a series of events for the gifting season.

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Instead of gifting a tangible good, Mot Hennessy is catering to those who are interested in giving a one-of-a-kind experience for the holidays. All related to beverages and spirits, consumers can purchase the exciting events on LVMH's alcohol ecommerce site Clos19.

Gifting experiences

A six-day trip to New Zealand begins with a private jet boat transfer, after which guests will explore art and culture in the region. The trip includes a helicopter tour, exclusive access to Cloudy Bay, a private vineyard tour, lunch at Cloudy Bay Shack and a private dinner made from local ingredients paired with vintage wines.

Wonders of Antarctica is a trip available that takes gastronomy fans on a journey from Cape Town to Antarctica where they can enjoy a private jet, meet emperor penguins, visit a Russian science base, enjoy a sauna, special dinner with Champagne, wine and spirit tastings and a flight to the southern most part of the world.



From Forage TO TABLE



Special dining experience in New Zealand. Image credit: Mot Hennessy

In addition to the two trips, Mot Hennessy is also providing an exclusive Hublot trunk show in personal homes. Each timepiece will be paired with a special scotch.

The Hennessy Imperial experience will be available to a group of 12 to 16 individuals for a four-course meal at a gallery in New York.

A fleet of BMW 7 vehicles will provide transportation to and from the event, where a special playlist curated by the artist featured will be heard for the duration of the ride. The event will include a tour of the artist's work and end with a nightcap on a rooftop or private yacht.

A crystal carafe of Hennessy Paradis Imprial, engraved exclusively by the artist, will be included with the experience.

In keeping with its experimental practices, Mot Hennessy USA 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 ([see story](#)).