

TRAVEL AND HOSPITALITY

## Rosewood, Hennessy invite guests into cozy wonderland

November 26, 2018



*Special Hennessy cocktails provided for Rosewood Sand Hill's pop-up. Image credit: Rosewood*

By STAFF REPORTS

Hospitality group Rosewood is working with luxury cognac-maker Hennessy to bring in guests for a one-of-a-kind winter experience.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

For the duration of the holidays, Rosewood Sand Hill guests can step into its Library Terrace pop-up, sponsored by Hennessy. The pop-up includes specialty cocktails with Hennessy and comforting bites designed by the chefs of property's Michelin-starred restaurant, Madera.

### Winter wonderland

Rosewood has transformed its Silicone Valley property's terrace into a winter wonderland with holiday dcor.

A variety of Hennessy cocktails have been designed especially for the pop-up, as well as holiday themed recipes including a Gruyere and Emmentaler fondue pot and seasonal vegetables from a nearby farmers market.

During the holidays many hospitality groups look to pop-ups to make one-of-a-kind holiday experiences, with Rosewood opting for this strategy more common than most.

For instance, the hospitality group made magical experiences at its London location for this year's winter season, in another pop-up unveiling.

Rosewood's Glenlivet Glade winter pop-up transforms its terrace into a secret forest to represent single malt Scotch whiskey brand Glenlivet. The forest creates a woodland oasis from the city with a night sky above head ([see story](#)).

[View this post on Instagram](#)

Continue on the flavour odyssey of #HennessyXO by adding just one large ice cube to reveal its rising smoothness. #hennessyonice Not intended to be seen by persons under the legal alcohol drinking age or in countries with restrictions on advertising on alcoholic beverages. Please drink responsibly.

A post shared by Hennessy (@hennessy) on Nov 21, 2018 at 2:29pm PST

Both pop-ups are located on popular terraces at Rosewood locations and are sponsored by luxury alcohol brands, making it more special for guests.

While its Hennessy pop-up is special for the holidays, its London pop-up serves a broader purpose for the entirety of the winter season.

Creating special food dishes and cocktail recipes are a significant draw to these locations.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.