

FOOD AND BEVERAGE

Food and beverage sector's Top 10 headlines of 2018

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"The Veuve Clicquot Tales" centers on the life of Madame Clicquot. Image credit: LVMH

By STAFF REPORTS

Food and beverage brands are increasingly turning to digital channels for selling and consumer engagement.

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From podcasts and augmented reality to pop-ups, brands are looking to make an impact on consumers who are gravitating towards experiences rather than things. Luxury spirits brands also leaned into pop culture and celebrity as they sought to stand out amid a competitive field.

Here are Luxury Daily's top 2018 headlines from the luxury food and beverage sector:



Drizly is one online alcohol delivery service.

Wine, China dominate online alcohol sales: report

While online ordering for alcohol seemed slow to take off, China is paving the way for this form of ecommerce to become popular with 15 percent growth each year.

According to the IWSR "Ecommerce Study: A strategic roadmap for alcoholic beverages," China's ecommerce market for alcoholic beverages is currently at \$6.1 billion, four times higher than the United States. Popular Chinese

e-retailers Tmall and JD.com together triple the number of alcoholic ecommerce sales from the U.S. alone ([see story](#)).



A number of luxury cannabis brands have already emerged. Image credit: Emerging Insider Communications

As legalization effort grows, luxury cannabis may be on horizon

Luxury consumers demand the finest goods and services, and cannabis is no exception.

A report from Emerging Insider found that the majority of high-net-worth cannabis consumers would prefer to spend a large sum for high quality, luxury cannabis experiences. Whether that be in the form of rare strains of the plant or in custom, luxury equipment for consuming cannabis, 74 percent of consumers said they would spend \$300 or more on cannabis, and 30 percent said they would spend up to \$1,000 ([see story](#)).

Veuve Clicquot podcast details life of early modern businesswoman

LVMH-owned Champagne house Veuve Clicquot is delving into the history of one of its most influential leaders in an extensive audio narrative.

"The Veuve Clicquot Tales" tells the story of Madame Clicquot, nicknamed the "Grande Dame of Champagne," who took the reins of the brand at an early age and left a mark with innovation and ambition. While most luxury podcasts have centered on interviews with today's movers and shakers, Veuve Clicquot has instead leveraged the format for immersive heritage storytelling ([see story](#)).



Pernod Ricard's Midleton Very Rare Irish Whiskey Vintage 2017. Prices can range from \$75,000 to \$300,000 per cask, depending on the vintage. Image credit: Pernod Ricard

Pernod Ricard's Tareef Shawa shares liquor giant's plans for prestige brands

According to Bain & Company's "Luxury Goods Worldwide Market Study" (C. d'Arpizio and F. Levato, October 2017), the global luxury market grew at an estimated 5 percent in 2017. Pernod Ricard's Prestige portfolio outperformed that, with net sales growing more than 8 percent in financial year 2017 to reach the symbolic milestone of \$1.2 billion.

With the luxury market in the United States and worldwide rebounding, Tareef Shawa addresses the current state of the market and what luxury means to Pernod Ricard, sharing in consumer passions through product innovations, rare editions and coveted experiences. Mr. Shawa is luxury and CRM director at Pernod Ricard ([see story](#)).



Johnnie Walker releases its coveted White Walker edition. Image credit: Johnnie Walker

Johnnie Walker taps into fan frenzy with special-edition series

Scottish whisky distiller Johnnie Walker helped winter come early with a special series of scotch flavors that leverages the conclusion of a popular television series.

The scotch producer has now released its White Walker edition, inspired by the HBO series "Game of Thrones," which has an almost cult-like following. The bottle is the first of many in the partnership and has spurred significant buzz on social media after the release of its advertising campaign, playing into Johnnie Walker's plans ([see story](#)).



Lenny Kravitz hosts special dinner, photographed in future exhibit. Image credit: Dom Prignon

Dom Prignon expands 1-night affair into consumer-facing creative

LVMH-owned Champagne house Dom Prignon has given artistic freedom to its new celebrity creative director in a campaign that spans a multitude of channels inspired by one party.

Musician Lenny Kravitz has been named as the creative director of the Champagne house and is acting as both creator and ambassador. After months of teasing its collaboration, Dom Prignon and Mr. Kravitz have released a campaign that stems from an event featuring a variety of unique and well-known personalities connecting while sipping the brand's Champagne ([see story](#)).



The Macallan Distillery Experience at Grand Central Station. Image credit: The Macallan

The Macallan brings distillery experience stateside

Scottish whisky maker The Macallan opened a temporary interactive experience to celebrate the opening of its new

distillery, allowing fans to go on a virtual journey that appeals to all five senses.

"The Macallan Distillery Experience" used panoramic video and sensory technology to transport guests to the Scottish countryside. The pop-up experience took place in New York for a limited time, allowing visitors to get a firsthand look at its production without leaving home ([see story](#)).



Harrods' Fine Wine and Spirits room. Image credit: Harrods

Still wine is purchased most frequently on a weekly basis: report
Still wines are proving to be the most frequently purchased form of luxury alcohol across all age groups worldwide.

A survey from Altiant shows that while 30 percent of affluent consumers worldwide will buy a bottle of sparkling wine such as Champagne once a week, still wine beats out this category with 40 percent. Spirits, not surprisingly, are bought less frequently due to consumers drinking one bottle over a longer period of time, but 27 percent of the survey still claimed to purchase one bottle a week ([see story](#)).



Rmy Martin's new app was designed in collaboration with Matt W. Moore. Image credit: Rmy Martin

Rmy Martin uses AR to explore art in new mobile app

French cognac brand Rmy Martin is expanding its mobile offerings for customers with the launch of a mobile application focused on art and augmented reality.

The new app is called ARt by Rmy Martin and will allow customers to use augmented reality to overlay imagery and art onto their surroundings. The app was designed in partnership with visual artist Matt W. Moore, who helped Rmy Martin create the imagery and aesthetics ([see story](#)).



Pierre-Louis Araud, business development manager and global brand ambassador for Mot & Chandon, eyes Sub-Saharan and East Africa for the region's growing thirst for Champagne. Image courtesy of Mot & Chandon

Mot & Chandon toasts Sub-Saharan and East Africa for Champagne growth

Situated in Champagne region of France is the Maison Mot & Chandon that has been a pioneer and innovator in the art of celebration, resonating with Africans' passion for celebrations.

Founded in 1743, Mot & Chandon is the maison that introduced Champagne to the world by offering a range of unique wines for every occasion.

From the iconic Mot Imprial to the Grand Vintage Collection, the extroverted Mot Ros Imprial and the unique Nectar Imperial, each Champagne label bares its trademark bright fruitiness, with an enticing palate and an elegant maturity ([see story](#)).

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