

FOOD AND BEVERAGE

Top 10 food and beverage headlines of H1

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Ruinart's artist of the year is Vik Muniz. Image credit: Ruinart

By STAFF REPORTS

As luxury spending moves towards experiences, dining is a key way for brands across sectors to engage consumers.

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Consumers are seeking to spend on unique food and beverage offerings, and brands are responding with limited-edition bottles and heightened culinary experiences. The spirits sector is facing disruption from new players and changing tastes, but luxury brands will benefit as shoppers look to drink less, higher quality alcohol.

Here are the top 10 food and beverage headlines of the first half of 2019, in no particular order:



A luxury cannabis boutique modeled after a jewelry store. Image credit: Emerging Insider

Cannabis consumption has potential to impact spirits sales

As cannabis finds more mainstream acceptance due to legalization and luxury consumers more publicly embrace the substance, it may eventually cut into alcohol sales.

More than a third of alcohol drinkers in U.S. states where recreational marijuana is legalized also consume cannabis, according to a new report from IWSR Drinks Market Analysis and BDS Analytics. Millennials account for 45 percent of dualists, or consumers who use both alcohol and cannabis ([see story](#)).



Jack Daniels' master distiller Jeff Amett. Image credit: Jack Daniels

Jack Daniel's turns customers into ambassadors with high-end experiences

Experiential offerings are becoming an exceptionally important part of brands' strategies in appealing to the modern consumer, and Tennessee whiskey maker Jack Daniel's has learned to serve its most loyal clientele with a one-of-a-kind product and experience.

Jack Daniel's Single Barrel Personal Collection allows individuals or groups to come to its distillery and pick out an entire barrel of its whiskey to be packaged in personalized bottles, which will only be delivered to those who purchased. The experience, priced at \$10,000, gives Jack Daniel's fans the chance to get up close and personal with the brand, while getting to take a piece of the distiller home with them ([see story](#)).



Veuve Clicquot aims to inspire the next generation of female entrepreneurs. Image credit: Ashley Rodriguez/Veuve Clicquot

Veuve Clicquot undergoes mission to inspire women to become entrepreneurs

LVMH-owned Champagne house Veuve Clicquot is exposing the growing number of women entrepreneurs in an effort to inspire younger generations, continuing the mission its founder set out on more than 200 years ago.

The Champagne brand has released a report showing that in the house's own country of origin, 91 percent of French females who want to be entrepreneurs believe that others who have paved the way are inspiring. However, only 12 percent of women can name a successful female entrepreneur ([see story](#)).



Ralph's Cafe in Paris is open during fashion week. Image credit: Ralph Lauren

Ralph Lauren's coffee concept pops up in Paris
U.S. fashion label Ralph Lauren gave Paris Fashion Week attendees a place to recharge by opening up a coffee shop in its Saint-Germain boutique.

Opened Feb. 22, Ralph's Caf served beverages, baked goods and snacks in a cozy eatery. This marked the brand's first food-themed pop-up in Paris, following similar hospitality activations in New York, Hong Kong and Tokyo ([see story](#)).



Omni Hotels & Resorts' Culinary Kids program. Image credit: Omni

Experiential dining offerings help retailers, hoteliers differentiate themselves: JLL
When it comes to culinary experiences, retail, hospitality and dining will increasingly overlap, as global spending on foodservice continues to rise.

According to JLL's 2019 Foodservice Trend report, nearly three-quarters of foodservice spend in 2018 was on dining-in occasions. As consumers seek out more unique experiences, luxury brands across the retail and hospitality sectors are ramping up their culinary offerings ([see story](#)).



Fortnum & Mason debuts limited edition Heinz products. Image credit: Fortnum & Mason

Fortnum & Mason celebrates a moment in condiment history
British department store Fortnum & Mason partnered with an iconic condiment brand for a vintage edition.

To celebrate a partnership starting in 1886, Fortnum & Mason and Heinz teamed up together for a limited-edition collection of the latter's classic products. Featuring accents with Fortnum's iconic color blue, the collection was only available at the department store ([see story](#)).



Director Ridley Scott is the mastermind behind Hennessy's new campaign. Image credit: Hennessy

Hennessy explores its worlds of flavors in fantasy film

LVMH-owned cognac brand Hennessy is exploring the taste notes of one of its most popular spirits in a science fiction-inspired film.

A collaboration with director Ridley Scott, "The Seven Worlds" is a journey through the sweet and spicy flavors that make Hennessy X.O. unique. The complex film moves away from the brand's heritage as X.O's 150th anniversary approaches in 2020 ([see story](#)).



A Vega Sicilia vineyard in Spain. Image credit: Vega Sicilia

Global wine market sees shifts in production, consumption

Investments in high-end wine may not be as lucrative as they once were, but the beverage industry remains a low-risk avenue for affluents to begin experimenting with investing.

Per a panel on May 20 moderated by Financial Times associate editor and chief economics commenter Martin Wolf, the global wine market has seen recent changes in terms of both production and sales, at the FT Business of Luxury Summit 2019. The largest producers of wine are no longer the biggest consumers, although more wine is produced than consumed worldwide ([see story](#)).

Ruinart conveys Champagne's complexity through art

LVMH-owned Champagne house Ruinart is exploring the connection between nature and humans in wine production through a new artistic collaboration.

For its annual art project, Ruinart has tapped Brazilian visual artist Vik Muniz, whose work focuses on the relationship that people have with memory. Mr. Muniz's work during his time with Ruinart aimed to capture the flow of its Champagnes, examining what often goes unnoticed through photography ([see story](#)).



Hennessy is partnering with the TMCF. Image credit: Thurgood Marshall College Fund

Hennessy launches \$10M fellowship program to diversify corporate leadership
LVMH-owned cognac label Hennessy is looking to increase multicultural corporate leadership in the United States through a partnership with the Thurgood Marshall College Fund.

Hennessy Fellows will give graduate students financial and other support to complete their education, with the brand dedicating \$10 million over the next 10 years to the program. According to research conducted by Deloitte, less than 10 percent of board seats in Fortune 500 companies are held by African-Americans, a statistic that Hennessy is looking to change ([see story](#)).

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