

FOOD AND BEVERAGE

Moët Hennessy teams with Tmall to build Chinese awareness

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Hennessy is partnering with Alibaba for Tmall Super Brand Day. Image credit: Tmall

By STAFF REPORTS

Luxury group LVMH's spirits division is establishing a partnership with ecommerce giant Alibaba to foster the growth of its Hennessy brand in the Chinese market.

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The brand's importer and distributor Moët Hennessy Diageo China and Alibaba signed a new strategic cooperative agreement that includes the launch of a Hennessy Tmall Super Brand Day event on Aug. 22. To further engage Chinese consumers, MHD also launched an interactive experience exhibition, "Decoding Hennessy."

Hennessy in China

Through its Super Brand Day with Tmall, Hennessy hopes to achieve record high sales of its cognac in China.

Super Brand Day allows Tmall to create special projects for partner brands to increase awareness among Chinese consumers.



Moët Hennessy Diageo China and Alibaba signed a long-term agreement. Image credit: Moët Hennessy Diageo China

Hennessy's latest Very Special Limited Edition with London-based art group United Visual Artists will make its global debut on Tmall. Consumers who pre-order the bottle have the opportunity to win a limited-edition portable wine case by Tmall and Hennessy.

Tmall is one of the world's primary drivers of online alcohol sales.

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 greater 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, and the sites combine for a total 70 percent of China's market for alcoholic beverages.

IWSR's study also shows that consumers are purchasing alcohol online out of convenience rather than for a better price, which means luxury brands have a niche they could leverage ([see story](#)).

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