

FOOD AND BEVERAGE

Hennessy toasts to Hispanic Heritage Month with musical partnership

October 4, 2019



Hennessy partnered with recording artist Maluma. Image credit: Hennessy

By STAFF REPORTS

LVMH-owned Cognac brand Hennessy is celebrating Hispanic Heritage Month by teaming with Colombian recording artist Maluma.

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

Through the partnership, Maluma had a first hand look at the craftsmanship behind Cognac. Hennessy champions diversity and toasts to creative individuals who embody its "Never Stop. Never Settle." philosophy.

Hennessy heritage

Maluma, whose birth name is Juan Luis Londoo Arias, was born and raised in Medellin, Colombia. Throughout his music career, he has worked with international superstars Madonna and Shakira and won a Latin Grammy Award.

Hennessy invited Maluma to tour its Maison in Cognac, France, where he met with Renaud Fillioux de Gironde, the eighth generation Master Blender, and Maurice Hennessy, an eighth generation member of the Hennessy family.



Maluma visited the Maison Hennessy in France. Image credit: Hennessy

"Hennessy and I share several important values: a relentless dedication to our crafts, recognizing where we came

from to help inform where we are going, as well as love and appreciation for family," said Maluma in a statement. "Building and leaving a legacy is incredibly important to me, and what Hennessy has achieved globally mirrors what I'd like to leave behind through my music."

Hennessy also crafted a new cocktail recipe, the 11:11, named for Maluma's album and tour. The recipe calls for two ounces of Hennessy V.S, raw cane syrup, chili bitters and, for a Caribbean twist, angostura bitters.

In the spirit of celebrating different cultures, Hennessy also marked Black History Month this year by gathering influential African-Americans to discuss their Wild Rabbits over drinks.

Panel discussions focused on issues impacting the black community were shared on Hennessy's social media channels throughout the month of February. The "We Are" series included creatives, educators, entrepreneurs and other thought leaders, reflecting the personal success Hennessy often spotlights ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.