

FOOD AND BEVERAGE

Food and beverage sector's top 10 headlines of 2019

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Louis XIII commissioned an original piece inspired by its cognac. Image courtesy of Louis XIII

By STAFF REPORTS

As consumer preferences shift towards more experiential purchases, branded food and drink activations and offerings are becoming an increasingly leveraged tactic for luxury brands to creatively engage consumers.

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From launching new brands to teaming up with likeminded purveyors, brands in categories such as fashion and home furnishings got into the food and beverage category. This year, spirits brands also used out-of-the-box marketing concepts to convey taste digitally through senses including sight and sound.

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



HCaf is Harrods' newest dining experience at its Henley on Thames outpost. Image credit: Harrods

Harrods launches first standalone caf destination in Henley

British department store Harrods will launch its first standalone caf destination in its Henley on Thames store, upping the experiential component of a shopping trip.

Called H Caf, the restaurant will offer dine-in and dine-out options, including brunch, working lunches and

sandwiches. It will mirror the food-to-go and deli offerings from Harrods' food halls and restaurants ([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](#)).



Villa One Tequila is launching next month. Image courtesy of Villa One

John Varvatos teams with Nick Jonas on tequila brand

Fashion designer John Varvatos and singer-actor Nick Jonas are extending their relationship by launching a new brand of tequila together in partnership with Stoli Group.

Villa One Tequila was inspired by the pair's 2018 trip to Mexico with their families and friends. This spirits launch follows other creative collaborations between the two, including an apparel collection and fragrance by the John Varvatos brand inspired by Mr. Jonas ([see story](#)).

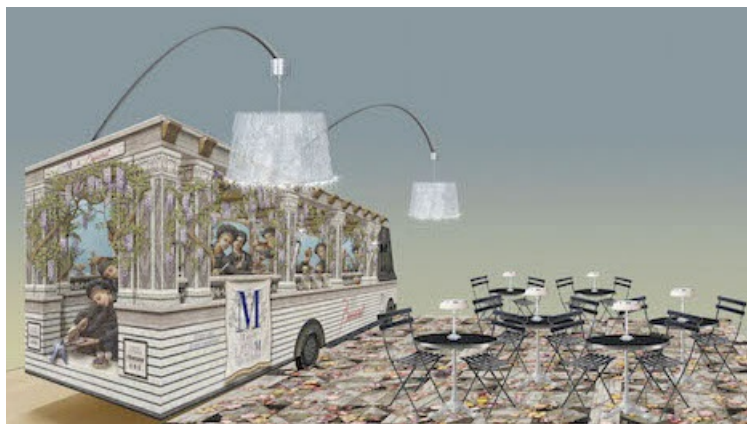


A Vega Sicilia vineyard in Spain. Image credit: Vega Sicilia

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](#)).



Baccarat works with Lady M to open special dessert dining experience. Image credit: Baccarat

Baccarat combines cakes and crystal with a trip across the US

French crystal-maker Baccarat is bringing cake to dessert lovers throughout the United States, as a truck carrying the pastries embarks on a cross-country journey.

Working with pastry maker Lady M Cake Boutique, Baccarat has designed a cake truck to open up operations in California, but will first treat customers throughout the U.S. Baccarat plans to launch the Cake Truck's trip from its New York boutique ([see story](#)).



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](#)).



Whisky: liquid gold to some. Image credit: Single Malt Fund

British wealthy are target of world's first regulated single malt whisky fund

The world's first regulated and publicly listed whisky fund is now targeting professional investors via British wealth managers and family offices.

Seeking a minimum investment of 100,000 pounds per investor, the fund has been operational for six months collecting capital from Swedish retail investors. The Single Malt fund, as it is named, seeks to raise 25 million pounds from investors ([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](#)).



Jack Daniels' master distiller Jeff Arnett. 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](#)).



Louis XIII's "One Note Prelude" makes use of mechanical arms. Image courtesy of Louis XIII

Louis XIII makes music to convey deceptively simple spirit

Rmy Martin's Louis XIII is communicating the complexity and impact of a single drop of its cognac through a composition that centers on a sole musical note.

Louis XIII worked with jazz composer Yaron Herman to create "One Note Prelude," a piece centered on the G-sharp pitch created by the sound of two cognac glasses clinking. This original score follows the house's other musical and cultural partnerships that sought to convey its craftsmanship in a creative manner ([see story](#)).

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