

FOOD AND BEVERAGE

LVMH's Hennessy Cognac signs deal to become official spirits partner of NBA

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France's Hennessy, a LVMH brand, is one of the best-selling Cognacs worldwide. Image credit: Hennessy

By MICKEY ALAM KHAN

LVMH's Hennessy has signed a multiyear deal to make the Cognac brand the official spirit of the National Basketball Association and its affiliate franchises.

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Hennessy displaced top-selling U.S. whiskey Jack Daniel's as the official spirits partner of the NBA, Women's National Basketball Association and USA Basketball. Terms of the deal were not disclosed.

"The partnership between Hennessy and the NBA has united two global brands with longstanding shared values and a passion for pushing the limits of potential," said Giles Woodyer, senior vice president at Hennessy U.S., New York.

"There's an energy pulsing through the NBA that compels it to evolve, making this forward-thinking league the perfect embodiment of Hennessy's 'Never stop. Never settle' ethos," he said.



Sponsorships play a key role in influencing customers and prospects and getting the word out in spirits marketing. Image credit: Hennessy

Spirit of the game

The **NBA** is one of the most popular sports leagues and one of the most-watched in the United States.

Hennessy stakes claim to be the world's best-selling Cognac, with more than 250 years' skin in the game.

The partnership with the NBA goes live this month during NBA All-Star Game 2020 in Chicago.

FIRST ROUND: STARTERS			
TEAM LEBRON		TEAM GIANNIS	
Pick 1:	Anthony Davis	Pick 2:	Joel Embiid
Pick 3:	Kawhi Leonard	Pick 4:	Pascal Siakam
Pick 5:	Luka Dončić	Pick 6:	Kemba Walker
Pick 7:	James Harden	Pick 8:	Trae Young
SECOND ROUND: RESERVES			
TEAM GIANNIS		TEAM LEBRON	
Pick 9:	Khris Middleton	Pick 10:	Damian Lillard
Pick 11:	Bam Adebayo	Pick 12:	Ben Simmons
Pick 13:	Rudy Gobert	Pick 14:	Nikola Jokić
Pick 15:	Jimmy Butler	Pick 16:	Jayson Tatum
Pick 17:	Kyle Lowry	Pick 18:	Chris Paul
Pick 19:	Brandon Ingram	Pick 20:	Russell Westbrook
Pick 21:	Donovan Mitchell	Pick 22:	Domantas Sabonis

Full listing of the NBA All-Star draft results. Image credit: NBA

Hennessy will serve as an associate partner of the NBA Celebrity Game presented by Lay's Ruffles, a chip brand, and as a presenting partner of the pre-game red carpet.

The 69th NBA All-Star Game takes place Feb. 16 at the United Center in Chicago, airing live at 8 p.m. ET on TNT and ESPN Radio in the U.S.

NBA All-Star 2020 will reach viewers in more than 200 countries and territories in nearly 50 languages on their televisions, computers, mobile phones and tablets.

It is this audience reach and NBA programming that attracts Hennessy.

"We feel very fortunate to be partnering with an organization that offers so many diverse associations and opportunities to embrace the spirit of the game," Mr. Woodyer said.

"Hennessy will celebrate across each of these by creating, commemorating and sharing special stories, experiences and moments that highlight the Never stop. Never settle' mindset and serve to push the game forward," he said.

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