

FOOD AND BEVERAGE

Mot Hennessy brands marshal forces to help medical personnel swamped by COVID-19 cases

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Mot Hennessy's wines and spirits brands are chipping in toward the COVID-19 efforts with financial and medical-material support. Image credit: Mot Hennessy, copyright DR

By LUXURY DAILY NEWS SERVICE

French conglomerate LVMH is mobilizing its various divisions to help contribute in the fight against the COVID-19 coronavirus outbreak that has devastated economies around the world.

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Much has been heard from LVMH's perfumes and cosmetics brands Guerlain, Parfums Givenchy and Parfums Christian Dior producing hand-sanitizing gels and procuring millions of Chinese-made surgical masks in France. But the Mot Hennessy wines and spirits division is pulling its own weight by supporting hospitals and medical staff in host countries worldwide.

"Our teams around the world are stepping up to the challenge with admirable solidarity," said Philippe Schaus, CEO of **Mot Hennessy**, in a statement from Paris.

"All contributions, large or small, are invaluable, and together we will make a difference," he said.

Getting into the spirit

In France, cognac maker Hennessy has donated hand sanitizers, masks, medical clothing and medical alcohol for local medical facilities, both directly and as part of collective initiatives by the cognac sector.

The brand is also lending a generous helping hand to its Cognac home region by ensuring faster payment times, confirmation of orders and increased coordination with grape growers to protect vulnerable players in the ecosystem.

A similar effort is underway in Champagne, with several LVMH brands chipping in.

For example, Veuve Clicquot has donated its stock of masks and is supplying protective eyewear for the Maison Blanche hospital in Reims.

Mot & Chandon, in addition to donating equipment and materials, is making facilities for seasonal grape harvest

workers available to healthcare staff and is delivering breakfasts each morning for teams at the Auban-Mot hospital, LVMH said.

In Poland, vodka maker Belvedere is producing thousands of liters of 70 percent alcohol for sanitation use by local communities.

Belvedere is also supplying 50,000 liters of pure alcohol for Polish state oil refinery Orlen, which is producing hand sanitizer gels for Polish hospitals and healthcare personnel, LVMH said.

In the United States, the Woodinville Whiskey distillery in Washington State has produced several thousand liters of ethanol with high-proof alcohol to make hand-sanitizer gel for the local community. The state was one of the first to be hit with COVID-19 cases as the coronavirus made its way to the U.S.

The Woodinville distillery's hand sanitizers are being donated to healthcare establishments and state agencies, as well as vulnerable segments of the population.

Hand sanitizers will be provided for MH North America and its partners, too.

Also in the U.S., **Mot Hennessy USA** has contributed financially to the U.S. Bartender's Guild and the National Restaurant Association Education Fund (NRAEF), which are helping people who have lost their jobs.

For Mot Hennessy, such financial help is key since it wants to support the bars and restaurants community that has been hit hard by lockdowns caused by the health crisis.

Down Under, Chandon is producing hand sanitizers for its Australian employees and their families.

A similar effort is underway in Argentina, with the donation of hand sanitizers to local communities.