

FOOD AND BEVERAGE

Hennessy celebrates cognac anniversary with special tastings

August 5, 2020



Hennessy is celebrating the anniversary of Hennessy X.O. with a special exhibit. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned cognac house Hennessy is celebrating the 150th anniversary of one its most enduring spirits with a unique tasting experience and exhibition.

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

Through the end of August, cognac fans can attend themed tastings at the Hennessy X.O. Club in France. The hourlong tasting is centered around Hennessy X.O's 150th anniversary.

X.O Club

Hennessy X.O was created by Maurice Hennessy in 1870 and has become one of the Maison's pillars.

To mark this milestone, Hennessy has added a limited-run tour for visitors to enjoy at Les Visites Hennessy in Cognac.



The Hennessy X.O Club has a retro aesthetic. Image credit: Hennessy

The tour takes place at the facility's Hennessy X.O Club, which has a retro design inspired by the 1940s and 1950s. The Club is also intended to help attendees learn more about the history of the cognac.

Tickets cost 40 euro, or \$47.46 at current exchange. Tastings begin at 11 A.M. Tuesday through Saturday with samples of five eaux-de-vie, clear and colorless fruit brandies.

This is followed by tasting Hennessy X.O neat and then on the rocks.

Last year, Hennessy explored 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 ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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