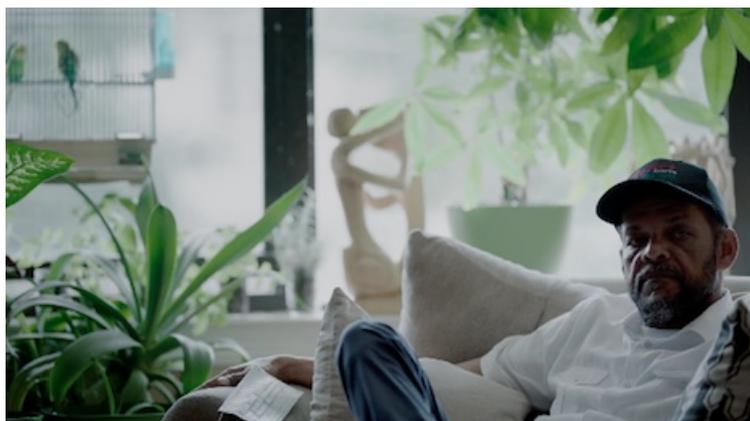


FOOD AND BEVERAGE

## Hennessy lends support to small businesses affected by the pandemic

November 10, 2020



*Sybil's Bakery is one of the many businesses the Unfinished Business initiative has helped this year. Image credit: Hennessy*

By LUXURY DAILY NEWS SERVICE

LVMH-owned French cognac brand Hennessy is revealing some of the beneficiaries of [Unfinished Business](#), a program dedicated to providing immediate relief and long-term support to Black, Asian and Latinx small-business owners across the United States.

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Black, Asian and Latinx business owners have had to overcome great obstacles in their paths to success and in the era of COVID-19, these individuals are fighting harder than ever against a range of inequalities that stand in their way. Through the Unfinished Business initiative, these businesses have the opportunity to receive urgent funding and access to vital resources.

Fueling the future

The first round of support from the initiative helped more than a thousand businesses.

Many of these businesses have been negatively affected by the pandemic, such as: [Sybil's Bakery](#), one of the first Guyanese Caribbean restaurants in its community and a fixture of its neighborhood for decades; [Librería Barco de Papel](#), one of the few Spanish-speaking bookstores in its community and the home of multiple education programs for local children; [Elegant Fabrics](#), one of the few surviving stores in its neighborhood fighting harder than ever to make sure it withstands the impacts of the pandemic.



*Unfinished Business is LVMH Cognac brand Hennessy's financial leg-up to small, minority-run businesses in hospitality that supported the wines and spirits sector as well as other markets. Image courtesy of Hennessy*

Hennessy has partnered with three non-profit organizations to help businesses in need.

**One Hundred Black Men** is an organization whose mission is to improve the quality of life within the communities they serve and to enhance educational economic opportunities for the Black community.

**Asian American Business Development Center** is a nonprofit organization that works to promote and strengthen the Asian American business community.

**Hispanic Federation** seeks to empower and advance the hispanic community, support Hispanic families and strengthen Latino institutions through work in education, health, immigration, civic engagement, economic empowerment and the environment.

The second round of applications will open Nov. 17 at 12:01am EST.

Hennessy is one of many luxury brands that have launched initiatives in response to the COVID-19 crisis.

German automaker Mercedes-Benz and American tennis player Sloane Stephens partnered on an "Ace the U.S. Open" program to support community tennis organizations amid the COVID-19 pandemic.

Mercedes-Benz USA made a \$50 donation to USTA Foundation's "Rally to Rebuild" initiative for each ace served during the U.S. Open ([see story](#)). During the tournament, 3,193 aces were served, raising \$159,650.

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