

FOOD AND BEVERAGE

## Mot Hennessy taps celebrities to launch online destination for the holidays

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*Mot Hennessy is celebrating the New Year and supporting restaurant workers. Image credit: Moet Hennessy*

By LUXURY DAILY NEWS SERVICE

Luxury group LVMH's spirits importer Mot Hennessy USA is kicking off the festivities with the debut of an online destination geared towards consumers celebrating the holidays at home.

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Mot Hennessy enlisted a group of celebrities to promote the launch of "The New Year's Eve Wish-Shop," which will help raise funds for the National Restaurant Association Educational Foundation (NRAEF). Luxury wines and spirits brands including Mot & Chandon, Hennessy, Dom Perignon, Belvedere and Veuve Clicquot are available through the site.

"As we look towards this holiday season and the status of the pandemic, it's clear that this will be the most unprecedented at-home New Year's Eve yet," said Chad Stubbs, senior vice president of marketing at Mot Hennessy LVMH, in a statement. "Our hope is that with the Wish-Shop, we can make these at-home celebrations a little bit more special, while helping our beloved restaurant community."

### New Year's wish

As part of the effort, Mot Hennessy will make a \$100,000 donation to the NRAEF, supporting the organization's efforts to help restaurant industry workers during the pandemic. Consumers will also be encouraged to make donations on the Wish-Shop site, which Mot Hennessy will match up to an additional \$100,000.

The Wish-Shop spotlights premium wines and spirits gift sets that can be purchased and personalized through the Reserve Bar ecommerce site.



*Mot Hennessy enlisted celebrities to help its efforts as part of the Wish-Shop. Image credit: Mot Hennessy USA*

Brands also collaborated on cocktail pairings for different celebrations during New Year's holiday, such as dinner or morning-after brunch. For instance, Hennessy V.S.O.P Privilege and Mot & Chandon Imprial Brut are recommended for a French 57 during cocktail hour while Belvedere vodka and Chandon Brut ros make an inventive match for a brunch cocktail.

Shoppers can also enter to win a "unique wish" experience or a virtual celebrity appearance for New Year's Eve.

Actor Tracee Ellis Ross will host a cocktail making experience, while actor Darren Criss can sing a festive serenade and DJ Steve Aoki promises to "remix" the winner's 2020. Hennessy ambassador Henry Golding will also help a winner celebrate the start of 2021.

In another show of support for people struggling during the pandemic, Hennessy launched a program called Unfinished Business that supports small businesses owned by African Americans, Hispanics and Asian Americans who have been hit hard by the COVID-19 coronavirus outbreak and resultant national lockdown in the United States ([see story](#)).

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