

FOOD AND BEVERAGE

## Mot Hennessy adds to premium spirits portfolio with Cuban rum

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*Eminente premium Cuban rum is the latest addition to the LVMH wine and spirits division. Image credit: LVMH*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is expanding its Mot Hennessy wine and spirits division with the addition of a premium Cuban rum.

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Mot Hennessy tapped Csar Marti, the island's youngest rum master, to create Eminente. As premium spirits sales show resilience during the ongoing pandemic, this is the first time Mot Hennessy has added a Cuban rum to its portfolio.

"Our spirits brands cultivate excellence in viticulture, distilling, selecting eaux-de-vie, ageing and blending," said Philippe Schaus, president and CEO of Mot Hennessy, in a statement. "We are proud to draw on our 250 years of experience to create an exceptional new Cuban rum."

Eminente

Mr. Marti developed Eminente, which translates to "eminent," to be ideal for both cocktails and sipping. The rum is created through the traditional method of distilling sugarcane molasses and is aged seven years in ex-whisky white oak barrels.

The rum bottle recalls Cuba's nickname of "Isla de crocodile," or crocodile island, for its shape. The Eminente label features a crocodile sketch in the shape of Cuba and the rippled glass resembles the reptile's skin.



*Eminente is now available in select markets. Image credit: LVMH*

Eminente premium Cuban rum is now available at select beverage retailers, hotels, restaurants and bars in France, the United Kingdom, Germany and the Czech Republic. Due to sanctions, Cuban rum is not allowed to be imported in the United States, one of LVMH's largest spirits markets.

Mot Hennessy's wine and spirits portfolio is dominated by Champagnes, Cognac and whisky houses. The group, however, also owns Belvedere vodka and Volcan de mi Tierra tequila.

The "status spirits" market is on the rise, and likely to endure the current economic crisis despite recent setbacks.

Alcoholic beverages that retail for \$100 or more, grew 7 percent annually from 2014 to 2018, becoming a \$8.3 billion market. The category has grown significantly more than the 2 percent increase that the total global spirits market has seen each year, according to a recent report from IWSR ([see story](#)).

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