

FOOD AND BEVERAGE

Mot Hennessy unveils new partnership with WhistlePig

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WhistlePig's distillery is based in Vermont. Image credit: WhistlePig

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** has revealed that its **Mot Hennessy** wine and spirits division has forged a new partnership with **WhistlePig**, the U.S. rye whiskey distillery.

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Under the deal's terms, Mot Hennessy will take an undisclosed minority stake in WhistlePig and bring its whiskies to Europe and Asia, starting early next year. The move signals LVMH's intentions to widen its reach in the craft distillery business, which is gaining traction around the world.

"We are convinced that WhistlePig fits very well with the rest of Mot Hennessy's portfolio," said Philippe Schaus, president and chief executive officer at Mot Hennessy. "This high quality and top-rated whiskey brand has done a remarkable job distinguishing itself among the emblematic and iconic craft distilleries in the United States."

LVMH takes interest in craft distilleries

WhistlePig opened its Vermont distillery in fall 2015 and clinched the "Best in Show Whiskey" title from San Francisco World Spirits Competition in 2017.

Mot Hennessy's wine and spirits portfolio is dominated by Champagnes, Cognac and whisky houses such as Glenmorangie and Ardbeg.

"There is a great portfolio fit, and, critically, our cultures are very much aligned in terms of patiently building our brands and business over time," said Jeff Kozak, chief executive officer of WhistlePig, in a statement.

Just this month, LVMH also added a premium Cuban rum to the Mot Hennessy collection.



Mot Hennessy's wine and spirits portfolio is dominated by Champagnes, Cognac and whisky houses. Image credit: Mot Hennessy

Mot Hennessy tapped Csar Marti, Cuba'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 ([see story](#)).

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