

FOOD AND BEVERAGE

Hennessy toasts US VP with special cocktail set

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The 49th cocktail celebrates the new vice president. Image courtesy of Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac house Hennessy is celebrating the groundbreaking 49th vice president of the United States with a commemorative cocktail set.

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The limited-edition Hennessy X.O. 49 Commemorative Cocktail Set honors Kamala Harris, who was sworn in as the 49th vice president last month. She is the country's first Black and Asian American vice president.

Toasting to history

The cocktail set, which features a 750 ml bottle of Hennessy X.O., is available for purchase online at the Cocktail Courier site. It includes the recipe and ingredients required to make a special cocktail, called "The 49th" in honor of Ms. Harris.

The 49th cocktail combines pomegranate and hibiscus tea with ice and Cognac.

Priced at \$259.99 and meant to make 16 drinks, the kit includes an ice mold, ice tray, tea bags, oranges and two Hennessy X.O. wine glasses etched with the number 49. The set, including Hennessy's Extra Old Cognac, arrives in commemorative packaging.



The limited-edition cocktail set is available for purchase through Cocktail Courier. Image courtesy of Hennessy

"We are honored to pay tribute to the historic advancements of the first Black and South Asian American Madam Vice President, as well as to all those who are pushing the limits of potential and in doing so, are inspiring others," said Jasmin Allen, senior vice president at Hennessy U.S., in a statement.

Ms. Harris is also the first graduate of a Historically Black College and University (HBCU) to serve as vice president, another milestone that Hennessy is celebrating.

The Cognac brand is making a monetary donation to one of its philanthropic partners, the Thurgood Marshall College Fund (TMCF), to support Black women with ambitions to join C-suites.

"Howard University helped to shape the Vice President's path to political heights, affirming the role Historically Black Colleges and Universities can play in molding students into the leaders and public servants of tomorrow," said Dr. Harry L. Williams, president and CEO at the TMCF, in a statement. "As a consistent champion for HBCUs through ongoing programming and financial support, we are humbled to partner with Hennessy to spotlight this momentous achievement."

The brand first entered into a partnership with the TMCF in 2019.

The Hennessy Fellows program gives graduate students financial and other support to complete their education, with the brand dedicating \$10 million during 10 years to the program.

Hennessy Fellows will select 10 applicants each year of the program, who will receive a scholarship and career development opportunities such as networking and training forums. Applicants must be enrolled at HCBUs or Predominantly Black Institutions ([see story](#)).