

FOOD AND BEVERAGE

Mot Hennessy takes 50pc stake of Jay-Z's Ace of Spades

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LVMH is taking a 50 percent stake in Armand de Brignac Champagne. Image credit: Armand de Brignac

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH's wine and spirits division Mot Hennessy has acquired a 50 percent stake in Champagne brand Armand de Brignac, owned by rapper and entrepreneur Shawn Jay-Z Carter, as it looks to appeal to a more diverse and global luxury consumer.

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The Champagne, colloquially called "Ace of Spades" because of its logo, made its debut in 2006. Produced by the Cattier family, more than 500,000 bottles of the Champagne were sold worldwide in 2019.

Ace' agreement

The new partnership has a 50-50 structure, with Mot Hennessy also taking charge of global distribution. No financial figures were disclosed.

One of the world's most influential musical artists, Jay-Z rose to prominence in the mid-1990s after founding a hip-hop record label. In addition to Ace of Spades, his business empire includes the music and sports management agency Roc Nation and the upscale sports lounge chain the 40/40 Club.

"I'm proud to welcome the Arnault family into ours through this partnership that began with Alexandre Arnault and continued with his father Bernard Arnault and Philippe Schaus, at my home in Los Angeles," Jay-Z said in a statement. "It is a partnership that has felt familiar the entire time."

"We are confident that the sheer power of the Mot Hennessy global distribution framework, its unparalleled portfolio strength and its long-established track record of excellence in developing luxury brands will give Armand de Brignac the commercial power it needs to grow and flourish even further," he said.



Jay-Z has sold a 50 percent stake of his Champagne brand to LVMH. Image credit: Armand de Brignac Champagne

Armand de Brignac will join Mot Hennessy's robust Champagne portfolio, which already includes Dom Prignon, Ruinart, Mot & Chandon, Krug, Veuve Clicquot and Mercier. Ace of Spades bottles typically retail for \$300 and up, and the brand has a strong presence in North America, Asia and Europe.

"For years we have been following the fantastic success of Armand de Brignac and admiring their ability to challenge some of the rules of the Champagne category," said Mr. Schaus, president and CEO of Mot Hennessy, in a statement. "Often referred to as Ace of Spades,' Armand de Brignac breaks barriers and reflects contemporary luxury, while preserving the traditions of the Champagne terroirs."

Last December, with premium spirits sales showing resilience during the ongoing pandemic, Mot Hennessy added a Cuban rum to its portfolio for the first time. 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 ([see story](#)).

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