

FOOD AND BEVERAGE

Hennessy teams with NBA for global partnership

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Hennessy Cognac is now the global spirits partner for the NBA. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy has taken its partnership with the National Basketball Association global.

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Hennessy is the first global spirits partner of the NBA, building off an existing partnership with the United States-based league. The "Hennessy x NBA: Lines" campaign will tip off outside of North America, focusing on Africa, South America, Asia Pacific and Europe.

Full court press

In February 2020, Hennessy signed a multiyear deal to make the Cognac brand the official spirit of the NBA and its affiliate franchises ([see story](#)).

One of the most-watched sports leagues in the United States second to American football the NBA has expanded its global presence. The league had been playing more international exhibition games prior to the start of the pandemic, including in China, and has welcomed a new generation of rising stars from countries such as Slovenia, Serbia, Cameroon and Australia.



Hennessy has crafted special recipes for basketball-inspired cocktails. Image credit: Hennessy

"We represent global communities, and this partnership empowers us to support a game and culture that brings people together through entertainment and camaraderie despite the current challenges faced by fans around the world," said Julie Nollet, global chief marketing officer at Hennessy, in a statement. "These values are more powerful than ever as we work to inspire and unite people across the globe."

As part of the global partnership, fans will be able to enjoy limited edition bottles of Hennessy V.S and V.S.O.P Cognac. The two brands will also have joint events, which will be featured on the Hennessy site and Instagram account.

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