

FOOD AND BEVERAGE

Mot Hennessy, Campari Group invest in ecommerce

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The two brands are hoping to expand their reach by tapping into the growing ecommerce space. Image credit: Tannico

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH's wine and spirits division Mot Hennessy has entered into a 50/50 joint venture with Italian spirits company Campari Group to invest in wine and spirits ecommerce company Tannico.

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The joint venture between the two companies aims at building a premium pan-European ecommerce player for the benefit of all wine and spirits brands and their European consumers. The combined business will be led by Tannico CEO Marco Magnocavallo, who remains a key minority shareholder in the business.

"This partnership represents a significant step forward in our global ecommerce development strategy," said Philippe Schaus, president and CEO of Mot Hennessy, in a statement. "While ecommerce was already a growing channel for wines and spirits, the global pandemic has triggered a significant acceleration."

"We are delighted to be partnering with Campari Group and Tannico to create a premium pan-European Wines & Spirits ecommerce player."

Online wine

Tannico focuses on online sales of wines and premium spirits under the Tannico brand with a share of around 30 percent of this segment.



Tannico offers a catalogue of over 15,000 labels from 2,500 wineries. Image credit: Tannico

Tannico also owns a majority stake in Ventealapropriete.com, a major ecommerce platform for the sale of premium wines and spirits in France.

Tannico and Ventealapropriete.com have complementary business models, territories and capabilities in terms of technology, marketing and logistics and generated pro-forma aggregated sales of over \$82 million in 2020.

As part of its partnership with Mot Hennessy, Campari will be contributing its stake in Tannico to the joint venture.

The creation of the joint venture, which foresees the sale of 50 percent of its equity capital by Campari to Mot Hennessy for a cash consideration of more than \$30 million, is expected to be finalized after the completion of all customary regulatory requirements.

In February, Mot Hennessy acquired a 50 percent stake in Champagne brand Armand de Brignac, owned by rapper and entrepreneur Shawn Jay-Z Carter, as it looked to appeal to a more diverse and global luxury consumer.

The Champagne company, 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 ([see story](#)).

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