

FOOD AND BEVERAGE

Mot Hennessy taps HBO Max for multibrand partnership

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Mot Hennessy USA is spotlighting different brands with an HBO Max partnership. Image credit: Mot Hennessy USA

By LUXURY DAILY NEWS SERVICE

LVMH-owned wine and spirits importer Mot Hennessy USA is teaming with streaming platform HBO Max to curate signature cocktail and food recipes inspired by the select Original Max shows.

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A new site, www.moethennessyxhbomax.com, serves as a platform for cocktail and food pairing ideas and themes for entertaining as consumers emerge from their pandemic bubbles. Featured brands include Mot & Chandon, Glenmorangie X and more.

"We are proud to be the first company to create a multi-brand partnership with HBO Max during a time when home' has taken on exponential importance," said Chad Stubbs, senior vice president of consumer connections for Mot Hennessy USA, in a statement.

"Together, we have developed an entertaining-at-home resource which consumers can use to find tips and recipes to show off the new mixology and entertaining skills they have developed over the past year and spark unforgettable moments as they get together to watch their favorite shows," he said.

Mot meets Max

While announced on Aug. 12, the yearlong partnership officially launched in June to coincide with the premiere of *In the Heights* in theaters and on HBO Max.

"We are thrilled to be partnering with Mot Hennessy, pairing our Max Originals with their iconic Mot Hennessy brands," said Pia Barlow, senior vice president of originals marketing for HBO Max, in a statement. "This partnership has something for everyone, and we look forward to fans' reactions to each pairing."

Mot & Chandon offered recipes for Mot sangria, small bites such as empanadas and a Spotify playlist for movie lovers interested in hosting an *In the Heights*-themed party.

For July and August, the new Chandon Garden Spritz ([see story](#)) was paired with the HBO Max florist competition "Full Bloom."

As part of the partnership, "Full Bloom" contestant Lutfi Janania teaches a floral design masterclass

The microsite currently features tips for hosts of pool or garden-side aperitif, or happy hour, with recipes for citrus salad, salmon toast and more. Party and decorating ideas include a "Fireflies at Dusk" theme with stargazing, twinkle lights and cozy blankets for warmth after the sunsets.

For late August and September, whiskey label Glenmorangie X will be paired with HBO Max's streetwear competition "The Hype." Other labels including Belvedere vodka, Cognac house Hennessy and tequila brand Volcan de mi Tierra will have future features through the partnership.

In an ecommerce push, consumers can also purchase the featured brands through the microsite.

For another entertaining push, Champagne brand Mot & Chandon collaborated with cocktail recipe delivery service Cocktail Courier to offer consumers a special kit to enjoy cocktails at home while celebrating the Golden Globes. Mot & Chandon commemorated its 30 years as the official Champagne of the Golden Globes with the limited-edition cocktail kit ([see story](#)).

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