

FOOD AND BEVERAGE

Hennessy celebrates Mid-Autumn Festival with star-studded lineup

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Chef and director Eddie Huang hosts a game of Mahjong. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy enlisted a crew of celebrities to toast to the Mid-Autumn festival, highlighting the holiday's cultural importance.

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Although this year's Mid-Autumn Festival took place in late September, **Hennessy** has extended the celebratory campaign's reach by rolling out new video content this week. The Cognac campaign, highlighting Hennessy X.O, featured restaurateur and filmmaker Eddie Huang, actress and writer Olivia Sui, singer Niki and recording artist Hayley Kiyoko, among others.

Cognac and mooncakes

The Mid-Autumn Festival, also known as the Moon Festival or Mooncake Festival, marks the end of the autumn festival.

It is celebrated in mainland China, Hong Kong, Macau and Vietnam, with similar holidays taking place across southeast Asia. The Mid-Autumn Festival is one of the most notable holidays in Chinese culture, second to Chinese New Year.

In one video, Mr. Huang hosts a game of Mahjong a tile-based game that originated in 19th century China with other friends of Hennessy: Ms. Sui, artist Devin Troy Strother and activist Patia Borja.

Celebrating the Mid-Autumn Festival with Hennessy X.O and Mahjong

Mr. Huang and Ms. Sui teach their fellow players about the cultural significance of both Mahjong and the Mid-Autumn Festival.

Hennessy has also released videos of musical performances from Niki, Hayley Kiyoko, Bohan Phoenix and Guapdad4000. The performances originally took place during the brand's virtual Mid-Autumn Festival celebrations, hosted by actor Harry Shum, Jr.

Cognac fans could also enter to win a Hennessy X.O Mid-Autumn Festival Kit. The package included a branded Mid-

Autumn Festival scarf made with 100% silk, four Hennessy X.O mooncakes, four Hennessy X.O Mooncake Forks and two ceramic Hennessy X.O cups.

According to market researcher IWSR, ecommerce sales of beverage alcohol are expected to continue accelerating in China. The country remains the world's largest premium-and-above wine and spirits market, including Cognac, by volume ([see story](#)).

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