

FOOD AND BEVERAGE

Hennessy debuts first NFT collection with BlockBar

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The Hennessy 8 NFT includes two carafes of the exclusive Cognac blend. Image courtesy of BlockBar

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand Hennessy is jumping into the arena of digital collectibles with its first NFT collection.

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In partnership with direct-to-consumer NFT marketplace BlockBar, the brand is releasing Hennessy 8 through a dual drop on Jan. 12. Luxury brands across sectors, including wines and spirits, continue to experiment with non-fungible tokens to reach digital-first consumers.

"Hennessy is renowned for innovation and passing down know-how from one generation to the next, so we're honored the maison has chosen to partner with BlockBar to mark this innovative milestone with its first NFT," said Dov Falic, cofounder/CEO at [BlockBar](#), in a statement.

Cheers to NFTs

Valued at \$226,450, the Hennessy 8 NFTs are an innovative way to honor the house's tradition.

The Cognac blend, first released several years ago, is crafted using one eau-de-vie, or brandy, from the eight generations of master blenders at Hennessy. The eighth-generation Hennessy master blender, Renaud Fillioux de Gironde, took over for his uncle, Yann Fillioux, in 2017.

The Hennessy 8 blend captures decades of heritage

The Hennessy 8 NFTs have both physical and digital components, including the Cognac itself as well as a commemorative toolbox and sculpture.

Craftsman from French crystal maker Baccarat created the decanter, which features eight rings, while LVMH's Guerlain made a copper-color silk thread H-shaped seal to adorn the decanter's neck.

Artist Arik Lvy designed the chest made of oak, copper and aluminum its 25 layers each representing a decade of Hennessy history. The accompanying toolbox includes four Riedel crystal glasses, a chest key, a cork holder, a brochure and an authentication plate signed by the elder Mr. Fillioux.



The decanter seal created by fellow LVMH house Guerlain. Image courtesy of BlockBar

The sale also includes the first and last carafes of the Hennessy 8 release, numbered one and 250. The winner of the NFT will also have the option and to engrave a personalized message on the carafes and the opportunity to visit the Hennessy estate.

To participate in the lottery-style sale, scheduled for Jan. 12 on BlockBar, users must have at least one ethereum in their digital wallets. The platform is also partnering with Hennessy for digital events on Instagram Live and Twitter Spaces to promote the NFTs.

In December 2021, BlockBar and Scottish distiller The Dalmore offered a limited-edition liquor NFT along with a set of The Dalmore Decades No.4 Collection and a distillery experience. The Dalmore also digitized an exclusive set of the collection to sell as its first NFT ([see story](#)).

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