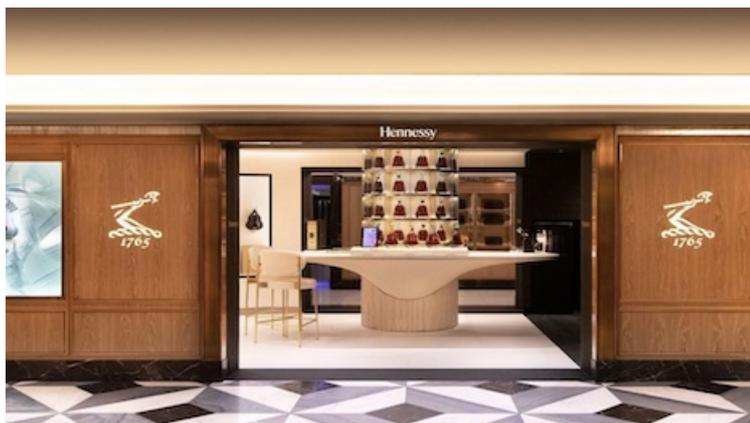


FOOD AND BEVERAGE

Hennessy gets golden with new limited-edition cognac

September 22, 2022



An image of the new Hennessy boutique open at Harrods in London. Image credit: Hennessy

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cognac brand **Hennessy U.S.** is debuting a new limited-edition release of Hennessy Paradis Golden Edition, a proprietary blend of 100 of Hennessy's most prized eaux-de-vie.

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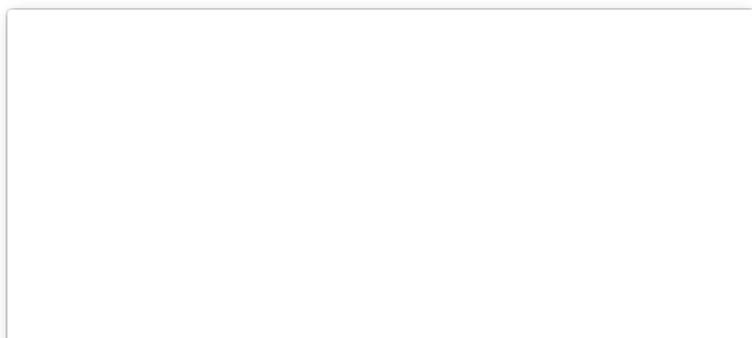
The release will be available via the luxury wine and spirits NFT marketplace, BlockBar.com, beginning on Sept. 23. The drop will go live at 10 am EST on Friday, Sept. 23, however, BlockBar owners will receive early access 24 hours before the public release.

"We are delighted Hennessy has chosen to partner with BlockBar yet again to exclusively release Hennessy Paradis Golden Edition," said Dov Falic, CEO and co-founder of BlockBar, in a statement.

"BlockBar is at the forefront of phygital gifting this holiday season and we're excited to offer our community this unique offering combining an exclusive artwork by Veneda Carter with personalized gift messages and an investable, asset backed NFT of Hennessy Paradis Golden Edition," he said.

Digital cognac

The 500 70-centiliter available bottles will be available at a luxury price point of \$2500 each. The magnum 150-centiliter size golden decanters will be available for purchase via BlockBar.com in December and will be priced at \$6,000; only 100 will be available.



[View this post on Instagram](#)

A post shared by BlockBar (@blockbar.eth)

An image of a limited edition Hennessy Paradis Golden Edition decanter

At 10 am, users who successfully reserve a bottle will have 10 minutes to check out. Users who successfully check out will receive an NFT symbolizing ownership of the physical decanter, which is stored with BlockBar until the purchaser is ready to redeem.

NFT artwork by Los Angeles-based stylist to the stars, Veneda Carter, will be included with each purchase. Hennessy has partnered with Ms. Carter to design an exclusive 3D animated NFT artwork of a spellbinding desert landscape with the Hennessy decanter bathed in a golden light.

While LVMH-owned Cognac brand Hennessy U.S. is currently focused on the digital space with its newest NFT drop, it also has historically been invested in betterment of the tangible world. Hennessy previously hosted the first edition of the World Living Soils Forum, which aimed to rally specialists and associates motivated to action to preserve living soils ([see story](#)).

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