

FOOD AND BEVERAGE

Hennessy makes Web3 venture official, launches new virtual platform

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LVMH-owned Cognac brand Hennessy is cementing correspondence in alternative digital realms. Image credit: Hennessy

By AMIRAH KEATON

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The brand has officially launched "H3nsy," a Web3 platform. Peddling a promise of community around shared pursuits of innovation, global creators and community members are invited to connect over creation, collaboration and culture, according to the company.

"For Hennessy, Web3 extends past NFTs into traceability and other practices that will improve the future of our business," said Laurent Boillot, CEO of **Hennessy**, in a statement.

"Introducing H3NSY allows us to devote dedicated focus and communication around these endeavors and give our community a place to connect with this new part of our business."

Hennessy becomes "H3nsy"

The world's largest Cognac manufacturer is diving into the web's next generation with a new logo, site and social handle.

Hennessy follows a series of recent activations, including the debut of inaugural Miami Art Basel event "Cafe 11," one of the first luxury clubs to share access via NFT, as well as "H8," the company's very first NFT-affiliated spirit bottle valued at 70.47 Ethereum, which equated to \$226,450 at the time of exchange, in January 2022 ([see story](#)).

The holders of the Caf 11 NFT had access to our inaugural event on Dec 1st 2022 in Miami, and will continue to be invited to live and digital experiences, as well as unique moments to bring together this community of like-minded creatives. pic.twitter.com/7HKPViETye

H3NSY (@H3nsy) [February 23, 2023](#)

Now, the spirits leader is taking full advantage of the decentralized blockchain network.

In addition to its role as a membership platform, the cultural hub will serve as a checkpoint for the announcement of future NFT partnerships and Cafe 11 program announcements, Web3 bottle drops, blockchain innovations and other executions involving the new technology.

Alongside the news arrives a debut on server-based social platform Discord, in which the brand invites audiences to view updates and partake in conversations over Cognac.

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