

Hennessy then and now

From the French region of Cognac and throughout its over 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and craftsmanship can offer.

Founded by Irishman Richard Hennessy who set out to seek his fortune in at the age of 24, serving in the French military under King Louis XV. Retiring as an officer after 12 years, he entered the spirits trade. In 1765 Hennessy founded his own company, exporting to an international clientele.

Richard's son, James Hennessy joined the business in 1784, expanding the enterprise into new markets, including the newly founded United States. James established Hennessy as one of the leading Cognac houses worldwide.

The path was set. Hennessy traced the routes of the Age of Exploration, bringing Cognac to the four corners of the world. A favorite among royalty, the Hennessy name quickly became synonymous with quality. Six generations have followed in the footsteps of Richard Hennessy. The Bras Armé, the Hennessy family coat-of-arms has become the symbol of the Hennessy brand. The arm and axe refer to Founder Richard Hennessy's military service, earning him French citizenship and lands in Cognac.

Throughout, the Hennessy family has upheld an enduring passion to push the limits of excellence in Cognac. The first shipments of Hennessy cognac arrive in the USA in 1792, and the spirit quickly gains popularity in the newly founded nation. Since then, Hennessy has remained the dominant cognac in the land, up to and including the present day — the United States is the #1 market in the world for Hennessy cognac.

To this day, All the grapes used to create Hennessy cognacs are born of the unique soil of the Cognac region surrounding the River Charente. Ugni Blanc grapes are

harvested, crushed, fermented, and then distilled according to strict practices perfected over time. Each fall, since the Roman Empire ruled the region, the grapes of Cognac are harvested. What was once done by hand is now achieved through carefully honed modern tools. The grapes are quickly pressed for fermentation, and for a few weeks, usually in October, the hillsides fill with the scent of fresh crushed grapes. Modern fermenting, aging, and bottling techniques keep up with global demand while maintaining the consistent excellence of our cognacs. Hennessy was also an early environmental pioneer, and remains an industry leader in sustainable agricultural, production, and distribution methods.

Taste the difference for yourself and try a classic summer cocktail with a summer twist

French 75

1.5 oz Hennessy V.S or V.S.O.P Privilège

.5 oz Simple syrup

.75 oz Fresh Lemon Juice

top with sparkling wine or champagne

Garnish: Lemon Twist

Glass: Flute

DIRECTIONS

Build ingredients in a flute, top with champagne and garnish with a Lemon twist. Simple as that!

To learn more visit
www.hennessy.com



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