



Hennessy

SAGA

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BIRTH OF A DYNASTY

*Truth is to be found
in adventure*

James Hennessy
Son of Hennessy's founder Richard Hennessy



Richard Hennessy

This is a story of men caught up in the tides of history. It begins with a self-made man who forged an empire: Richard, the patriarch, Irish by birth and by temperament, born in 1724. He was not the first-born and heir but rather the youngest in a family of minor nobility. His sole options, as such, were to become a monk or a soldier. In the mid-18th century, relations between Protestant England and Catholic Ireland were so fraught that many young

Irish, calling themselves "Wild Geese", enlisted alongside Louis XV to trounce the English. Among them was Richard Hennessy, quickly to become an army captain.

Hennessy founding deed



Hennessy family coat of arms



Gentlemen's club



The Port of Rochefort



The lure of America

Richard had family in Flanders, a bustling hub of eighteenth-century trade and commerce. When he left the army, it therefore seemed only natural for him to head there to be initiated into the secrets of imports and exports. In 1765, he took his fate into his own hands and set himself up as a trader of Cognac eaux-de-vie. He soon partnered with John Saule who, a few years later, drew Richard's son, James, under his wing to train him in turn.

There might, however, never have been a Hennessy saga to tell...

1781 — Richard, his company still in its early stages, lost both his wife and his two youngest sons to “the fever” in two short months. Tempted by the lure of a young, vibrant America that was firing the imagination of so many with nothing left to lose, he made plans to set sail with his eldest son, James, and his daughter, Biddy. But his friend and partner, John Saule, also a former soldier, convinced him to stay in the little corner of France where Richard had begun to put down roots and had, like many of his compatriots, assumed French nationality. And so he settled near Bordeaux, in the heart of the Charente region: more specifically, in Cognac, the

birthplace of a newcomer to the brandy family so popular with both the British and Americans since the seventeenth century.

These were difficult times: the American War of Independence was complicating trade between France and England and ships were often seized, laden with cargo. Even the *Hermione*, pride of the French navy, later to carry the future General La Fayette to America, would not have been spared. It was a testing time.

A network of solidarity

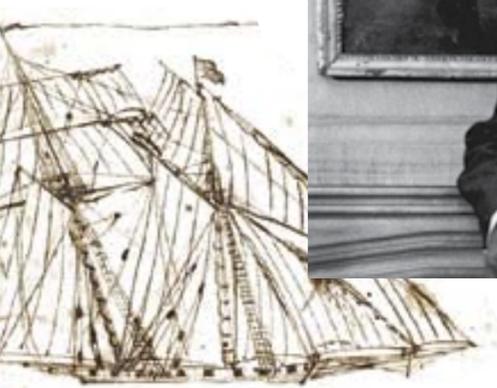
Fortunately for Richard, there was a hard core of English and Irish expatriates based in Bordeaux, La Rochelle, and Rochefort. All were traders or shippers and all were bound by a fierce solidarity, forming a tight network. They were men of influence and, naturally, Richard and John were welcomed into their circle. Some, just like La Fayette and George Washington, were Freemasons. Richard joined a “gentlemen’s club” in Bordeaux, which was worthy in every detail

of the finest in London, its members adept at “networking” before their time. The region quickly became the French hub of international commerce.

James, Richard's oldest son, had business in his blood — and fortunately so — because in 1788, like James' mother and brothers, his mentor, John Saule, died suddenly. Joining forces with Samuel Turner, the nephew of an English banker and trader he had met in the region, James laid the groundwork for a team that was

to become even stronger after Richard's death, in 1800 business was booming and the family was able to acquire its first residence, *La Billarderie*, near Cognac.



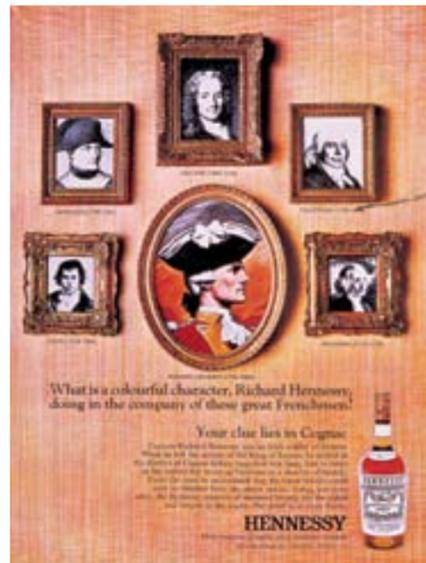


Kilian Hennessy with a portrait of Richard Hennessy

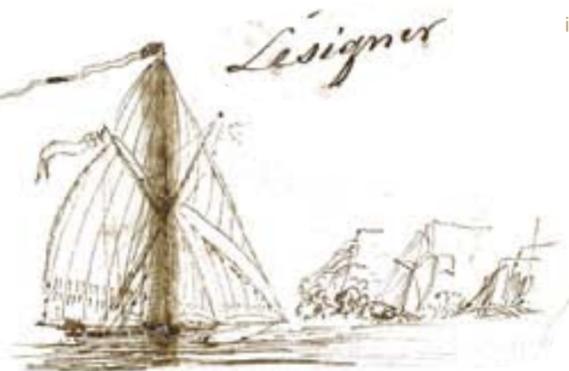
James James Colquhoun Alias Master



Business card



Hennessy advertisement



“Our brand is our reputation”

In those days, “trade” was essentially a question of buying and selling. But James who, having taken on French nationality, now called himself Jacques, had other ideas. “Take care of our brand,” he warned at the dawn of the nineteenth century, “for our brand is our reputation”. It was James who shaped the essence of the Hennessy identity: pay attention to the work of the cellar master, oversee the cutting carefully, take care with the colour of the cognac, continuously improve the quality of the barrels, keep a close eye on shipments. James-Jacques the visionary understood that a brand is first and foremost a brand image. Little by little, Hennessy was becoming a “Maison”, as it is understood in the modern luxury sector.

Welcomed into the most elegant circles of the time, the family shone in Paris, Cognac, and London, where the “City” had established its pre-eminence in the nascent world of capitalism. In his letters, we frequently encounter the names La Fayette, Washington, the King of England, the Tsar of Russia, Talleyrand, Alfred de Vigny, and Prince Napoléon. The Hennessys were on their way to conquering the world.

D



Y N

Their path followed the English and French trade routes. This was the point at which the great English and French agents began to play a role at Hennessy and when James, the third to carry the name, took over the reins. In 1870, Auguste's son, Jacques, wrote to his family of his awe at seeing Niagara Falls and his excitement upon visiting mining sites in Cuba. He was worried, however, because the war of 1870 had broken out and he was far from his country. He was concerned about his “clan”: in just a few short decades, a feeling of “dynasty” had begun to take hold and, over three generations, had totally structured the Maison founded by Richard Hennessy.

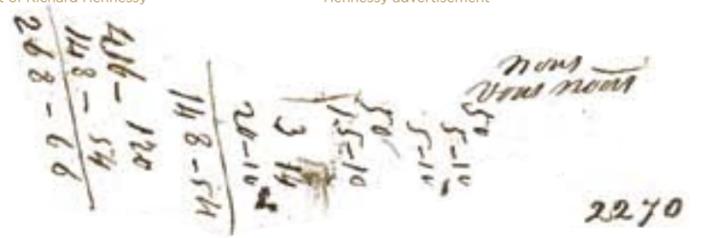
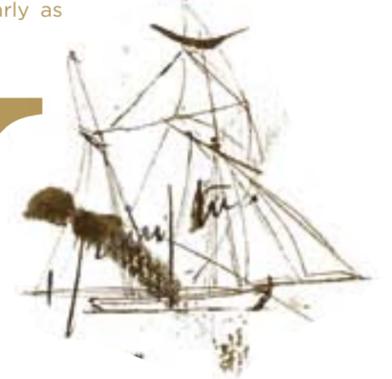
The Grand Tour

1863
A steamer loaded with barrels of Hennessy cognac drops anchor off the coast of New Zealand. Within 50 years, Hennessy cognacs had made their way from west (having won over the United States as early as 1794) to east, and into China.

A S

Alongside his professional pursuits, James became involved in politics and was elected député for Charente. In Paris, he was received by the king and was invited, with his wife, to the coronation of Charles X in Reims. He had three sons: James, Auguste (who decided to buy the Château de Bagnolet in 1840 and make it the home that has characterised the family for generations), and Frédéric.

T Y



GROUND ED IN A TERROIR

*Everywhere in the world, when you say you come from Cognac,
people want to know everything, to learn all the secrets.
That's why everywhere, I feel at home.*

Olivier Paultes, Hennessy 2015

Rue de la

Richonne



Labels order



Hennessy three stars advertisement



Hennessy label

1865

Rue de la Richonne, Cognac:

home to Hennessy since the

eighteenth century.

Maurice Hennessy, a fourth-

generation Hennessy and the

nephew of Auguste, is working

with his Master Blender, Emile

Fillioux, on a plan to revolutionise

prevalent shipping methods. Their

objective is to improve quality at

every stage, drawing on progress

in the new industrial world of the

time. The brand's codes will be

visible on the labels: the arm and

axe borrowed from the family

crest, the vine tendrils, and the Jas

Hennessy & Co. signature. The

concept of "branding" is born.

Maurice Hennessy also estab-

lished the system for classifying

cognacs using one, two, or three

stars, enabling consumers to

know the exact age and category

of the spirits they were buying.

The team, whose watchword was

"innovation", perfected the

culture of blending that still

distinguishes Hennessy today.

Meanwhile, the development of

the first glass bottles in Charente,

capable of preserving all the

qualities of the products they

contained, made it possible to

create more elaborate products.

Together, they decided to select

and store for tomorrow the very

best of their eaux-de-vie they

would set aside to rest for as long

as was needed for them to

acquire finesse and elegance in

the dark cellar. Every year, how-

ever, they would be briefly

"awoken" and sampled one by

one, so as to follow them step by

step as they evolved over time.



Manual grape harvest

Innovation in the face of danger

It is in Cognac, and only here, in this *terroir* swept by a maritime climate and bounded by the Charente river, that the vineyards and the dedicated people who tend them produce what Victor Hugo called the *Liqueur des Dieux* (“Golden Elixir”). From this tiny point on the surface of the Earth, Hennessy initiated a process of globalisation ahead of its time. But first, a lurking danger had to be confronted and vanquished.

1870 found Cognac winegrowers in a state of shock. One by one, their vines were dying, victims of the phylloxera that ultimately ravaged all of France’s vineyards. Maurice Hennessy understood that it was not only the cognac trade that was threatened: he knew that the survival of an entire

industry was at stake, and proposed that the winegrowers who worked for his Maison join in a kind of pact so as to weather the storm together. During the 1880s, with the help of top scientists, the Maison went to seek solutions for the Charente vineyards from American stocks, implementing “sustainable development” before the term even existed.

They brought phylloxera-resistant plants back from these missions. Throughout that period, thanks to those stocks, the Maison was able to continue to produce and Hennessy — already a venerable one hundred years old — was saved. Maurice’s son, James, also threw himself tirelessly into this battle to save the Charente *terroir*.



Modern grape harvest

Gérald de Geoffre's original artwork



Contemporary X.O decanter



Hennessy three stars advertisement



Hennessy advertisement



Birth of an icon

1870 The Château de Bagnolet. In the elegant manor house that has become the home of the dynasty, the Hennessy family gathers around the patriarch, Auguste, for a luncheon to celebrate the creation of the first bottle of what was to become X.O.

It was a blend perfected — initially for their friends! — by Maurice Hennessy and Emile Fillioux, emblematic of a philosophy of cutting falling somewhere between a science and an art form. Thanks to a process of careful, meticulous blending, its structure is the same as the day it was created. They called it X.O for “Extra Old”, its sunny amber hue reflecting its long, slow ageing process. That cognac, which was about to conquer five continents, was the first in a long line of unmistakable products with great personality, a line which, a century later, would successively see the arrival of Paradis, Richard Hennessy, and Paradis Impérial.

In 1947, Gérald de Geoffre, grandson of James Hennessy, created a distinctive carafe for X.O, its shape inspired by the contours of an upturned cluster of grapes. It met with enthusiastic approval on the part of cognac-lovers in an age when “design” was yet to become a household word. At a time when the only cognac bottles were those known as *charentaises*, it was an unprecedented and timeless means of presentation, destined to mark an era and to continue to shine for generations.

Open to the world

Everything at Hennessy, from the secretive elegance of its cellars to the quiet refinement of its living and reception areas, has always been imbued with a French *art de vivre*: a distillation of history, culture, and creativity, devoid of ostentation. This *art de vivre* is present in the elegant calligraphy on its barrels and the gentle tranquility of the Château de Bagnolet itself, where every object, every piece of furniture, every portrait of an ancestor is an illustration of the family “saga”. Bagnolet is much like an embassy, where the Hennessy family can welcome the world and cultivate the art of epicurean refinement on the occasion of the famous family luncheons, whose spirit lives on today. During the nineteenth century, at the height of the Grand Tour craze, members of the family travelled widely, relating their encounters in letters sent home from the frontier of the Far West and the hinterland of Russia. The descendants of the “Wild Geese” had a passion for adventure and for discovery, of other people and cultures, in their very DNA.

From the beginning of the twentieth century, Hennessy asserted its leadership in numerous press campaigns, at a time when advertising as we know it was in its infancy. Paradoxically, the more the “made in France” product travelled internationally, the more firmly it established itself in local cultures, and the more easily it adapted — chameleon-like — from

one continent to another, and even from region to region: the epitome of “plasticity”. Wherever it ventured, Hennessy became a “local” product, while keeping the influence of its roots and remarkable legacy intact. This history of adoption by other markets, this unique adaptability to other cultures, remains key to its exceptional success.

WHAT WOULD HENNESSY BE WITHOUT THEM?

*At Hennessy, there's a pride of belonging, a real caring about people.
Behind the savoir-faire, there are real people and real skills.*

Cécile François, Hennessy 2015

Perfection & Excellence

Winegrowers, distillers, coopers, cellar workers, rackers, calligraphers, bottlers... For 250 years, generations of men and women have followed in the footsteps of their predecessors on the *terroir* of Cognac alongside members of the Hennessy and Fillioux families. The family has always chosen the very best workers: most are natives of Cognac, including many whose families have worked in the vineyards for generations. Their long history of expertise and *savoir-faire* and their on-going interactions have enabled them to develop multiple new skills, enriching each of their professions with innovative techniques. Honouring the highest of standards, driven by a demand for excellence and a constant desire to go that one step further, their value system is unimpeachable. They are like the distillers who literally live at the base of their stills through two successive 12-hour cycles. Thanks to them, Hennessy's is a legacy both material and immaterial, passed on from generation to generation.

Inventory Brigade 1897



Inventory brigade 1897

Barrel Maker in the 1930s



Barrel Making



Barrel Making



Storage of Barrels



A story of families

Always set the bar higher... Each individual in his or her field of expertise is a crucial link in the chain that extends all the way to the Master Blender. Feet on the ground, head in the stars... and in their hands, the rituals and time-honoured techniques passed down through time. Watching Hennessy's distillers and coopers at work, one is struck by their passion, their patience, their pride, their humility. It is not by chance that great talents, like precious artworks, are often transmitted from father to son. For Hennessy, it is the greatness of the families that makes for the greatness of the cognac. This starts with the 1500 winegrowers who work with the Maison, including an increasing number of women in important positions, who participate in the "Vignoble

au féminin" days Hennessy organises every year to showcase the contributions of women to the profession.

Since the very early days, the Hennessy family has placed its trust in a family of Master Blenders, the Fillioux. Maurice Hennessy and Emile Fillioux for instance formed an amazing company head-creator partnership, sharing a single vision of continuity and an absolute mutual trust. Maurice was the entrepreneur with a vision of conquering the markets, while Emile pushed the search for excellence to the limit. Seven generations of Fillioux have handed down the secrets of creat-

ing the magnificent eaux-de-vie that mature quietly under their watchful eye, until the day they reach their "apogee". Then, at last, comes the time to decide their fate and introduce them into one of the more or less complex and mysterious blends of the Hennessy collection.



Sampling eaux-de-vie



Barrel Stock



Founder's Cellar



Hennessy's Comité de Dégustation



Architects of time

11 a.m. — Rue de la Richonne, Cognac.

Every morning seven or eight tasting experts chosen by the Master Blender and Taster — today, Yann Fillioux — gather in this remarkable “Grand Bureau”, whose doors never open to the public. Each of them occupies a very specific role in the overall Hennessy creation chain, whether they are responsible for barrel-making, ageing of the eaux-de-vie, the distillery, or relations with the winegrowers. They are the Hennessy Comité de Dégustation, unique in the cognac world. Like a laboratory of prize-winning scientists, these men hold the keys that unlock Hennessy’s memory; they are the guardians of immutable rituals: nothing has changed here for almost a century.

Arrayed in front of them are some forty vials of eaux-de-vie from different years: their mission is to evaluate them in order to decide their future — and there is no room for error. It is a meticulous and painstaking process that demands a long-term vision. These are the experts who must judge the capac-

ity of each eau-de-vie to gain from maturation, so as to transmit to their successors a legacy that will continue to improve in their care. Some will be left to age in a particular type of barrel, chosen for the essential qualities of the wood; others will be chosen for the speed at which they blend. Noses assess samples from different parcels of land and different years. Slowly, they are turned in glasses that pass from hand to hand. For a few minutes, other than the tick tock of a nineteenth-century clock that belonged to Alfred Fillioux, absolute silence reigns.

The men span four generations. There is careful alchemy at work here for, as with the eaux-de-vie they oversee, the perfect “blend” of these men is one of the keys to the success of the Maison itself. The youngest are nourished by the experience of their elders. In clearly defined stages — they may not express an opinion until they have ten years’ experience in tasting — they acquire the expertise needed to ensure that each eau-de-vie reaches its potential. Gradually, they build up a set of references that will constitute their distinct palette of tastes and

smells: “You can’t play a melody as complex as the composition of a cognac if you don’t master all the notes...” said Maurice Fillioux, Master Blender from 1958 to 1991, of this long, slow process of apprenticeship. The oldest share the long-term memory that enables them, day after day, throughout their lives, to remember the finest eaux-de-vie they have tasted and considered worthy of blending. The ability of their successors to create “the best” in years to come will depend on the decisions they take here, each day. In other words, their decisions determine the very future of Hennessy, its continuity and legacy. Carefully transcribed in the great book of the Comité, everything that is said here will remain secret. These are the architects of time, time that in some cases will extend beyond the life of any of its architects.



Eaux-de-vie samples

Aesthetic pleasure

And that is why, despite now being 145 years old, Hennessy X.O still has the taste that was defined by Maurice Hennessy and Emile Fillioux in 1870. And why, at the other end of the chain, consumers have the unusual sensation of tasting the same Hennessy X.O that has been savoured for generations by lovers of great cognac. From season to season and from one decade to the next, the eaux-de-vie that compose it have been selected to form a perfect balance of notes and harmonies, becoming more or less complex facets of the final structure under the watchful eye of the Master Blender, who must see that each complements the others. Never must one eau-de-vie stand out in relation to another; all must be expressed harmoniously. One must never be favoured and thus endanger the future of unique spirits that can gain further with ageing.

This delicate process, which cannot but make the individual humble, lies in the hands of the Master Blender, similar in many ways to the great artist. It is, admits Yann Fillioux, “a totally aesthetic pleasure”.

Yann is the seventh generation of Hennessy Master Blender, and is today the guardian of the secrets and rituals of the *Comité de Dégustation*. Officially introduced to Hennessy by his uncle, Maurice Fillioux, Master Blender before him, he was raised by a father and grandfather who were deeply committed to the world of cognac and believed that, for the eaux-de-vie they worked with, nothing was ever quite fine enough. This may have been why, at an age when most boys are playing with electric trains, young Yann Fillioux was poring through art books. Even today, he is passionate about great painters, from Breugel the

Yann Fillioux



Elder to Canaletto — and even the surrealist Dali — because, as the creator of Paradis Impérial confesses, he has always been inspired by “what creates a universe that goes far beyond reality”. When he speaks, there are certain words that emerge again and again: elegance, beauty, continuity, humility, emotion and passion.

THE ART OF BLENDING

*Our action in the domain of music shines a spotlight
on our shared values and our philosophy.
That art of "blending" different instruments, like different cultures,
which is at the heart of our savoir-faire, is literally illustrated
by the world of music.*

Julie Nollet, Hennessy 2015

Hennessy Harmony

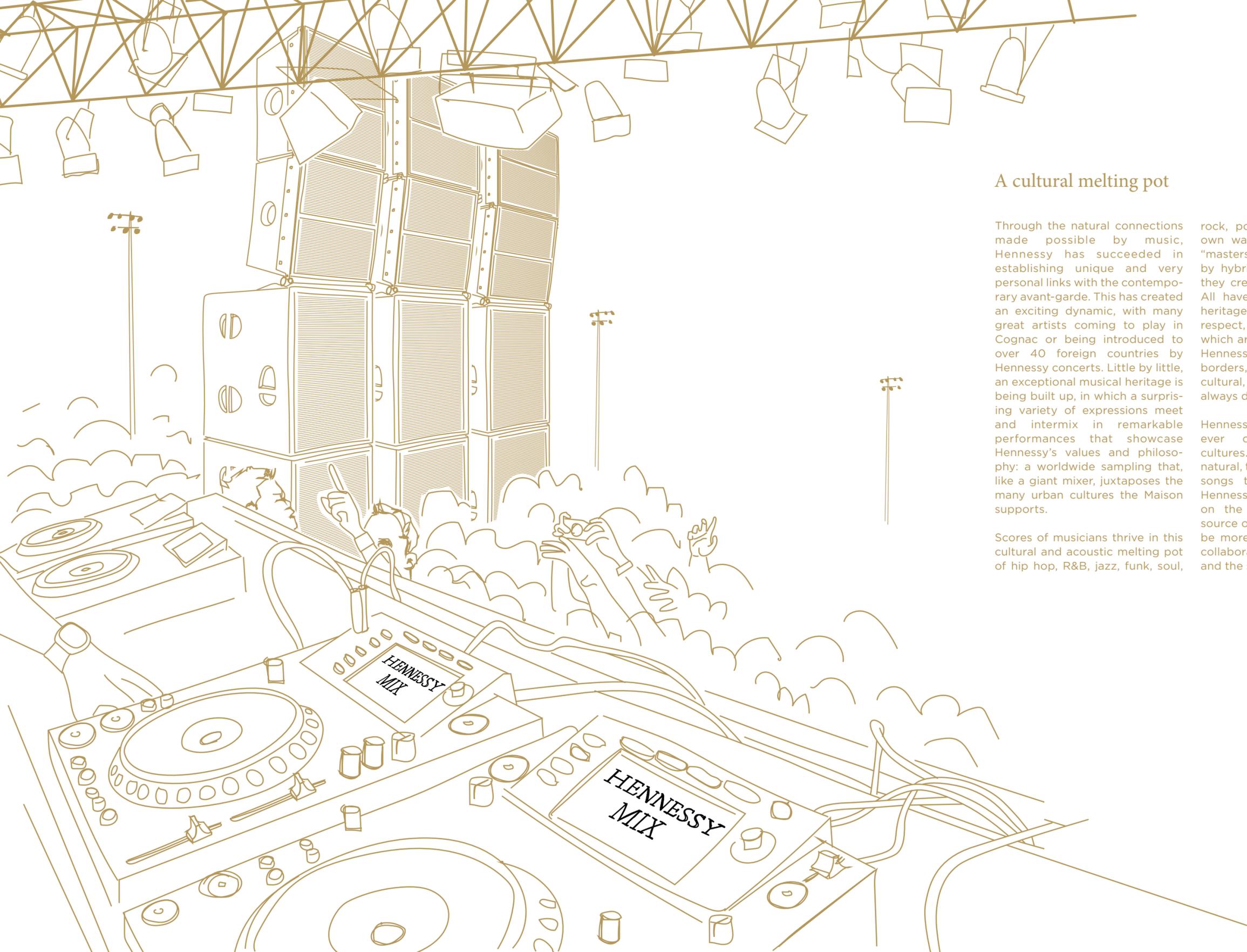


Composition of N. de Buissey for Madame Richard Hennessy (1881)

1881 The Château de Baignolet. By the time Madame Richard Hennessy entertained her friends here with a private concert, the family had been indulging in their passion for music for many years. Many members of the clan play an instrument and in fact, if Hennessy were an object — other than a bottle or a decanter — it would surely be a music score!

The words used to describe the art of crafting a Hennessy cognac are quite naturally borrowed from the world of music, so similar are the

orchestration and blending processes that bring together notes and harmonies to reach a perfect balance. So there is another saga in the Hennessy story: that of the osmosis, over the last two centuries, between these two worlds. The musical soul of Hennessy has quite naturally prompted it to showcase the greatest artists of its time. No generation is forgotten: the legends of yesteryear still, in the twenty-first century, inspire the icons of contemporary jazz and hip hop.



A cultural melting pot

Through the natural connections made possible by music, Hennessy has succeeded in establishing unique and very personal links with the contemporary avant-garde. This has created an exciting dynamic, with many great artists coming to play in Cognac or being introduced to over 40 foreign countries by Hennessy concerts. Little by little, an exceptional musical heritage is being built up, in which a surprising variety of expressions meet and intermix in remarkable performances that showcase Hennessy's values and philosophy: a worldwide sampling that, like a giant mixer, juxtaposes the many urban cultures the Maison supports.

Scores of musicians thrive in this cultural and acoustic melting pot of hip hop, R&B, jazz, funk, soul,

rock, pop, and electro. In their own way, these artists are also "masters of blending", nourished by hybrid influences with which they create entirely new sounds. All have deep roots in musical heritages characterised by respect, intuition, and rigour, which are also watchwords in the Hennessy tradition. All ignore borders, be they geographical or cultural, just as Hennessy has always done.

Hennessy is present today wherever creativity fuels urban cultures. What could be more natural, then, than for hundreds of songs to quote the name of Hennessy, their authors drawing on the brand landscape as a source of inspiration? What could be more natural than the recent collaboration between Hennessy and the street art icon Futura and

Shepard Fairey, proving their mutual recognition as citizens of the world? Or for artists like Nas to feel kinship with the 360° world view of Hennessy? It's no surprise that, as the torch passes to the next generation, these worldwide urban cultures meet virtually by the millions, as fans and followers in a gigantic natural social network.

Shepard Fairey in the Hennessy Founder's Cellar



Futura in the Hennessy Founder's Cellar



Tom Dixon



OS Gemeos



Discovery of a *terroir*...

What a revelation it is, in the tiny enclave of Cognac, for artists from around the globe, visiting the Maison for the first time, to discover with some trepidation the depths of its roots! Fascinated, they explore the vineyards and the Founder's Cellar, realising at last that it all actually exists. Now, they begin to understand the importance of the bond with the *terroir*, the authenticity passed down through the centuries. Here, they can undertake a sensory exploration of the mysterious alchemy of cognac — right here, where it was born.

They discover Bagnolet and its seven-hectare park, the white chateau vaguely reminiscent of New Orleans and filled with memories. Here, every year, a select few are welcomed with all the usual attentions lavished on friends of the family, which indeed they are: artists, VIPs, collectors and patrons of the arts. The "family luncheons" prepared by a private chef are high points of the

year, served in a dining room where the simple refinement of the French *art de vivre* reigns supreme. Bagnolet is above all a family home, lovingly tended for two hundred years, hospitable and welcoming, yet steeped in history.

Shepard Fairey Futura Tom Dixon OS Gemeos

TOMORROW TODAY: PREPARING THE FUTURE

It's easy to shine for five minutes... but to last is something else again. You need fundamentals and solid values that generations will adopt for themselves over the years. They are both wholly a part of your history and wholly contemporary".

Bernard Peillon, Hennessy 2015

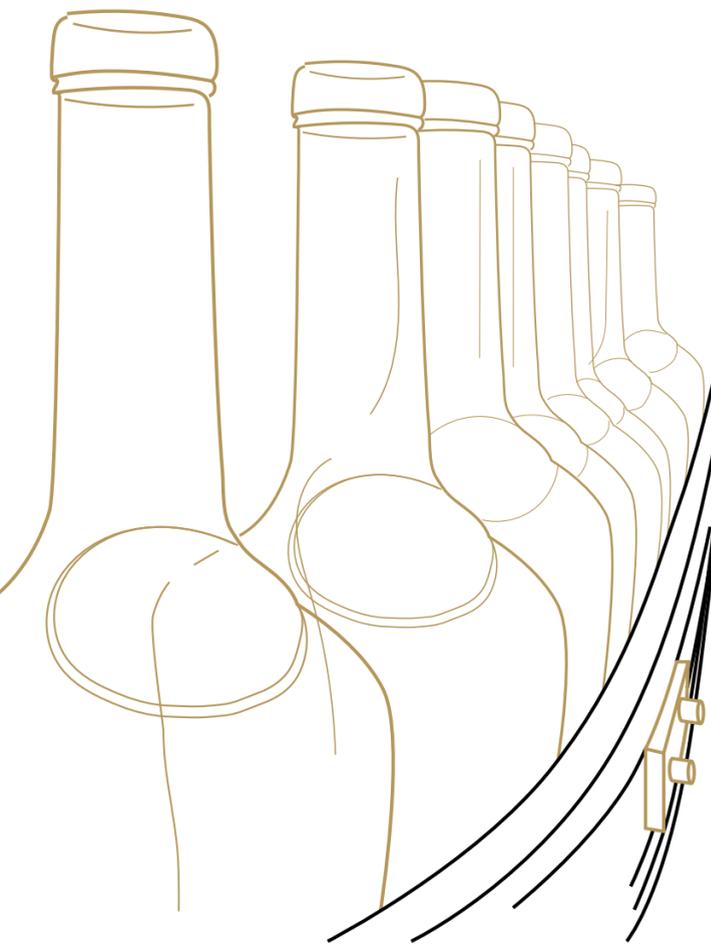


One step ahead

Hennessy's oldest cellar, that of the Founder, houses one of the most extensive reserves of old eaux-de-vie in the world, including some dame-jeannes from 1800, constituting an inestimable heritage. During one month of every year at the daily meetings of the *Comité de Dégustation*, a ritual unfolds at Hennessy which is unique in the world of cognac: the sampling and inventory of the Maison's reserve of eaux-de-vie. This is a high point of the year, a time when the experts feel the pride and emotion that goes with contributing to a history, and to history. This is when Master Blender and expert tasters decide the fate of the only reserve of its kind in the world. In their glass vials, these dedicated men will, quite simply, read the future.

For Hennessy, being ahead of its time is a tradition, almost a moral obligation. When you ask the members of the *Comité de Dégustation* what they would most like in the world, their answer is very strange: "*To get old faster!*" To get old "just to see", to confirm whether or not their intuition has indeed guided them in the direction of excellence, so that one day, the eaux-de-vie they have observed over the years will enter into the composition of a great cognac. As Yann Fillieux puts it, with some irony, "*I am the guardian of the temple, but I'll only be judged when I'm gone... That's probably an advantage!*"

Legacy: the cornerstone for the next 250 years, the future into which the Maison projects itself as if it were tomorrow. Everything that is done, particularly in terms of the environment and sustainable development, is assessed from this perspective. This is how this Maison, rich in history, comes to be in constant dialogue with all-encompassing time — both immediate and long-term. The scale is most unique: here, the immutable — craftsmanship that is more alive and protected than ever — encounters promises for the future.



The quest for perfection

“For things to remain the same, everything must change,” or so the saying goes... This is the philosophy of those whose profession it is to see that the quality of a Hennessy cognac, whether V.S or X.O, remains fundamentally the same as on the day of its creation. This is why, every year at Hennessy, parameters change according to the specificities of each harvest, yet some constants remain: the spirits are always double-distilled in copper stills and calligraphy is always performed with chalk or pen.

Hennessy is like an experimental laboratory where one can shape the future. The members of the Cognac team describe it as “a process that only becomes more and more rigorous and demanding, with extremes constantly meeting, linking the infinitely small and the infinitely large, between craftsmanship and industrial sophistication”.

Hennessy has always considered technical progress to be an opportunity to be seized, and has consistently adopted innovations that can improve production processes.

While the coopers still make the barrels as they did decades ago, using the same tools and techniques as their predecessors, and while the cellar workers continue to observe the ageing of the eaux-de-vie with the same attentiveness, the arrival of ultra-modern machines has reduced the amount of labour while not interfering in any way with quality. While the one constant will always be the product, new advanced techniques have appeared, such as the automated bottling units that preserve the eaux-de-vie far better than before.

Nature: a central preoccupation

Since 1947, Hennessy has made nature the central feature of an approach which, at the time, had yet to be called “environmental”. Here, as in so many other domains, the Maison was a pioneer, looking closely at all of its business through the 360° prism of increasingly demanding and high-tech constraints in terms of the environment, and sustainable winegrowing and development.

As early as 1991, Hennessy had its own Environment Committee. Today, its global, cross-functional approach touches every sector implicated in the making of cognac and involves each of the players. It also extends to its partners — most particularly the winegrowers and distillers who work with the Maison. Central to all they do are quality criteria which never cease to evolve to allow for new challenges affecting

the entire chain of production: whether they be in terms of integrated winegrowing, sustainable use of resources, waste recycling, optimised transport, or biodiversity.

For Hennessy, this has meant the development of entirely new professions, with a dedicated team of five including 4 experts. In addition, a cross-sector team of 35 made up of project heads, coordinators, trainers, environmental auditors and managers continuously monitors the complete chain from Cognac: from the vineyards to shipments, from sustainable management of water and energy resources to the eco-friendly design of packaging and high-priority surveillance of food safety — another central “obsession” for Hennessy. A management system has been put in place which is fully focused on environmental excellence, involving in-house training and upskilling curricula. Assisting in this training are a certain number of

employees who occupy various positions in the Group and who volunteer to carry out twice-yearly audits in the field.

A central feature of the policy has been obtaining a number of certifications since 1998, ambitious action plans and innovative pilot projects, including some exclusively directed at protecting biodiversity. Pushing to the limits, going even farther than customary regulatory constraints require, stopping nowhere... Even looking inside bottles of Hennessy cognac, where “monitors” are charged with detecting the slightest fault that could affect consumer safety. “Responsibility” and dynamic “commitment” are today’s watchwords for tomorrow, in Cognac: an echo to the question that has inspired the Maison since its very beginning: How best to pass on to future generations — intact and, if possible, in even better condition — this land you have inherited and “borrowed” for your own?

Hennessy

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