

Press Release

For Immediate Release



Hennessy Artistry Brings Lil Jon to Jakarta

Hennessy will bring the famed rapper to Jakarta for a one-night-only event to remember.

Jakarta, 15 June 2023 — Hennessy, through its annual Hennessy Artistry program, will bring famed American rapper **LIL JON** to Jakarta on 23 June 2023 at Chão Chão.

Lil Jon is a rapper and producer. He has produced several Billboard 100 hit singles as a producer, including Ciara’s “Goodies” and Usher’s “Yeah!” He also bagged five Grammy award nominations and won a Grammy Award for Best Rap/Sung Performance with Usher and Ludacris for the 2004’ monster hit, “Yeah!”

Hennessy Artistry is Hennessy’s annual event that presents the most talented artists and idiosyncratic music, providing the finest music, entertainment, cool themes, and parties. This year, Hennessy Artistry will go under the “Diffraction” theme, highlighting a night takeover based on hip hop and dance with content to drive hype through the night. Combining motion dance performance and exclusive DJ sound pad to drive a powerful and immersive show through lights installation, disruptive

materials and parade dichroic crew. The program is designed to position Hennessy as a leading, pioneering and innovative brand in the nightlife scene. Then grow in consumer engagement and build a loyal night consumer base. The last Hennessy Artistry events were held last May at Zoo SCBD Jakarta, with Doowap from South Africa as the leading performers.

Hennessy is part of Moët Hennessy, the Wines and Spirit Division of Louis Vuitton Moët Hennessy Group (globally known as LVMH). Hennessy started their journey in 1765 in Cognac, France, the birthplace of cognac. A few centuries later, in 1971, Hennessy was merged with Moët and Chandon, the number one champagne producers in the world, and later acquired by LVMH in 1987.

Moët Hennessy is housing several brands, some of which have become a staple in the global lifestyle industry, such as Cognac: Hennessy VSOP and Hennessy X.O; Champagne: Moët & Chandon, Dom Perignon, and Veuve Clicquot; Wine: Chandon (sparkling); Whiskey: Glenmorangie; Tequila: Volcan; and Vodka: Belvedere.

Moët Hennessy Indonesia also released several campaigns in the past few years, including collaborations with the country's top names. Some of the campaigns are:

- Meal Pairing Event with Chef Renata Moeloek in 2021 to introduce and learn the use of cognac as one of the ingredients to elevate taste buds.
- A partnership with Indonesian celebrity Jeremy Thomas, as Hennessy X.O. Brand Ambassador in 2021.
- Chandon Hours in collaboration with several five-star hotels in Jakarta in 2022.
- Moët Effervescence, an annual New Year event with the latest one was held in Sydney, Australia, in 2022, and Hamish Daud represented Indonesia.
- Hennessy Artistry, one of Moët Hennessy Indonesia that is part of a global initiative to take participants to experience a distinguished party representing a picture of the future combined with technological sophistication through a blend of music and culture.

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About Hennessy:

From its seat in the French region of Cognac and throughout its 250-year history, Hennessy has proudly perpetuated an exceptional heritage based on adventure, discovery and cultivating the best that nature and man can offer. Hennessy's longevity and success across five continents reflect the values the Maison has upheld since its creation: the transmission of a unique savoir-faire, the constant quest for innovation, and an unwavering commitment to Creation, Excellence, Legacy, and Sustainable Development. Today, these qualities are the hallmark of a House – a crown jewel in the LVMH Group – that crafts the most iconic, prestigious cognac Maison.

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