

PRESS RELEASE

For Immediate Release

Hennessy Unveils Its First Boutique in Indonesia

This opening marks a milestone for Hennessy in Southeast Asia.



Jakarta, 8 May 2025 — A new chapter begins in the world of luxury spirits as Hennessy, the world's most celebrated cognac house, officially introduces its first-ever boutique in Indonesia—and the very first in Southeast Asia outside of the duty-free and travel retail space. Set within the sophisticated surroundings of the Red & White store at Senayan City Mall, Jakarta, this boutique invites discerning drinkers into the heart of the Hennessy universe, offering an exclusive, curated experience unlike anywhere else in the region.

The Hennessy Boutique is more than just a retail space; it is also a sensorial journey into the craftsmanship, heritage, and refinement that define the Maison. Tucked inside one of Jakarta's most prominent lifestyle destinations, the boutique offers a premium, immersive experience. It will also serve as a dynamic hub for Hennessy lovers, hosting regular Hennessy Academy sessions where guests are invited to embark on a journey of discovery, Mixology Atelier workshops to empower the bartending community in showcasing their Hennessy cocktail creations, and Hennessy Vibrations programs that highlight Hennessy's deep connection to music culture. Inside the boutique, every sense is indulged: from visual storytelling displays (Sight), a curated Hennessy Vibrations playlist (Sound), olfactive jars capturing various Hennessy cognac notes (Scent), canapé pairings that enhance the degustation (Touch), and, of course, the exceptional flavors of Hennessy cognac itself (Taste). From the harmonious Hennessy V.S.O.P and the iconic Hennessy X.O to rare expressions like Hennessy Paradis, and the highly coveted Richard Hennessy, the full spectrum of Hennessy's legendary collections are now more accessible than ever.

"This opening is a testament to our deep and lasting commitment to the Indonesian market," said **Sebastien Vilmot, Managing Director of Southeast Asia Emerging Markets**. "We are proud to bring a boutique that not only displays our finest cognacs but also tells the story of our heritage, our craftsmanship, and our passion."

The new Hennessy Boutique in Jakarta welcomes guests from seasoned connoisseurs to those discovering the Maison for the first time. Step inside and discover a world where luxury meets legacy—where every bottle holds centuries of savoir-faire waiting to be savored.

The grand opening of Hennessy Boutique will take place on 8 May 2025 with the appearances of notable figures including Matthew Heng, Chief Representative of Moët Hennessy Asia Pacific in Indonesia and Kaiser Loh, Marketing Director, Moët Hennessy Southeast Asia Emerging Markets.

Drink responsibly.

—END—

About Hennessy

Founded on Richard Hennessy's pioneering spirit and with a legacy of over 250 years, the brand spans over 160 countries, but remains rooted in the Charente region in France. Beyond its iconic cognacs, Hennessy embraces cultural collaborations, evidenced through its many partnerships with visionary artists from around the world. Over the years, Hennessy has worked with cultural icons in design, art, fashion and music to celebrate a diverse range of creativity to reflect the multi-faceted nature of the brand and to bring to life the Hennessy cognac's versatility.

For further information Hennessy offerings, serves, and collaboration details, please visit [Hennessy.com](https://www.hennessy.com) or follow [@Hennessy](https://www.instagram.com/Hennessy) on Instagram.

About Hennessy V.S.O.P

Hennessy V.S.O.P was commissioned in 1817 by the future King George IV of England to enthrall guests at a colorful gathering.

It's the very first passionate achievement of Hennessy's original Master Blender, Jean Fillioux, whose family has continued to perfect it for eight generations over two centuries.

With its inviting nose of sweet apricot and its charming palate of voluptuous vanilla and mellow oak, Hennessy V.S.O.P is smooth, charming and all embracing.

About Hennessy X.O

In 1870, Maurice Hennessy created Hennessy X.O for his circle of friends and introduced a new style of cognac. Hennessy X.O is the Original, the emblematic icon of the Hennessy Maison.

Deep and powerful, the eaux-de-vie of this Hennessy X.O cognac are aged in young barrels and marked out by their power and energy, but also by their capacity to achieve a great roundness through time.

About Hennessy Paradis

Distinctive for its graceful character and immediately delights with its rich copper color. A perfectly balanced blend, both voluptuous and round, it combines smoothness and strength with a silky texture. Naturally, it has a flavourful and deep, persistent finish.

Hennessy Paradis was created by Maurice Fillioux in 1979 as a tribute to his love of music. He compared the blend to 'a symphonic orchestra', as "classical music that takes you away and connects with your emotions." The number of instruments in an orchestra is not necessarily a measure of its success, but rather the purity of sound it creates and the virtuosity of the conductor. The same holds true for Hennessy Paradis, a union of exceptional eaux-de-vie selected for their individual qualities that together create a harmonious and graceful cognac.

About Richard Hennessy

A masterpiece for a masterpiece.

Confident and assertive, this exceptional blend is made from some of the scarcest eaux-de-vie in Hennessy's reserves, carefully selected and preserved in The Founder's Cellar.

For this reason, Richard Hennessy cognac has been crafted in an extremely limited quantity: 12 tierçons, a historic barrel handcrafted in French oak by generations of copper Masters at Hennessy's own barrel-making workshop.

In a meeting of visionary minds, Richard Hennessy's monumental legacy finds a contemporary incarnation in a bold, architectural, and graceful decanter in Baccarat crystal, as well as ritual accessories (glasses, a fusil, and a tray) designed by the world-renowned architect Daniel Libeskind.

The result is at once intuitive and unexpected: a monumental tribute to a pioneer.

For media inquiries, please contact:

Edric Benedict
Account Manager



M. +62 857 1048 0170

E. edric@prefinite.id

Billy Chandra
Brand Manager of Moët Hennessy
M. +62 838 70293939
E. bchandra@moethennessy.com