



## Press Release

### **Aura Blockchain Consortium Partners with Hennessy to Set a Unique Direct to Consumer Experience within the Spirit Industry**

*Hennessy is the latest luxury brand to be integrated into the Aura Blockchain Consortium's platform*

*Geneva (Switzerland) – January 20th, 2022*

The Aura Blockchain Consortium, founded by LVMH, Prada Group, Cartier, part of Richemont, and OTB Group is delighted to announce that Hennessy, the world's best-selling cognac founded in 1765 and striving to become the most responsible spirits brand in the world, will be integrated into the Aura Blockchain Consortium's platform.

Hennessy's ambition with the Aura Blockchain Consortium is to provide full traceability across the supply chain direct from the distillery to the consumer by offering a unique experience all over the world and adding value to the existing distribution network. Hennessy went live with a first consumer-facing use case at the occasion of Chinese New Year 2022 by providing a unique authenticity certificate the collector's edition of Hennessy Paradis sold in China. This limited edition is inspired by the internationally renowned artist Zhang Enli's artwork "Poetry and Wine Welcome the Tiger" for Chinese New Year, produced and hand-decorated by the French porcelain maker Bernardaud. Each buyer will discover this unique product online and receive an authenticated certificate through a WeChat experience. This initial project lays the foundation of Hennessy's sustainability, traceability and transparency within its brand.



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Supporting global partnerships for sustainable development (SDG 17), the Aura Blockchain Consortium is a not-for-profit organization born with the vision that collaboration driven by common objectives for a greater good can coexist within a competitive environment. Providing tools to enhance transparency and trust, the Consortium aims to develop sustainable blockchain solutions and technologies that are bespoke to each sector. By linking the physical flows to transactional and informative data gathered in the blockchain, the Consortium strives to achieve the highest levels of traceability while making access easily available to all actors irrespective of their size and location. An association founded by luxury brands and relying on the crucial prerequisite of traceability, the Consortium supports and enables innovation, authenticity, and responsible practices throughout the value chain within the luxury sector.

**Laurent Boillot, CEO of Hennessy, commented:** “Hennessy is both about the transmission of unique know-how and the constant quest for innovation to create the most emblematic and prestigious cognacs in the world. The Aura Blockchain Consortium’s vision to push the boundaries of technology to publish a blockchain platform that will ensure the full traceability of products, from the origin of

materials to direct to consumer, aligns with our goal to establish Hennessy as not only a market-leading product but a securely and equitably produced product. We are pleased to join the Aura Blockchain Consortium and to utilise the technology available.”

**Daniela Ott, Secretary General of Aura Blockchain Consortium** said: “We are delighted to welcome Hennessy as the first luxury brand from the spirits industry to join the Aura Blockchain Consortium. Hennessy has demonstrated true leadership and a commitment to sustainability and responsibility within the luxury sector for years and we are delighted to onboard them to the new opportunities available to transform their business with our blockchain solutions. We anticipate additional leading luxury brands will continue to join our unique consortium.”

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#### **About The Aura Blockchain Consortium**

Aura Blockchain Consortium was established in April 2021 by three major luxury players LVMH, Prada Group and Cartier, part of Richemont, and was joined in October 2021 by OTB Group. The luxury groups have joined forces to address the shared challenges of communicating authenticity, responsible sourcing and sustainability in a secure digital format. Aura Blockchain Consortium is a non-profit association based in Switzerland with the purpose to promote socially responsible, sustainable, and customer-centric business practices throughout the lifecycle of luxury products by leveraging blockchain and other technologies, as well as providing secure solutions for digital collectibles for its member brands. By promoting the use of a single global blockchain solution open to luxury brands of all sectors worldwide, the platform provides consumers with additional information, services, transparency and raises the customer experience to a new level. [auraluxuryblockchain.com](https://auraluxuryblockchain.com)

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