



# Hennessy

BLACK

DONE DIFFERENT

## DISTINCTLY SMOOTH

Hennessy Black is a distinctly smooth and highly mixable cognac with an edge, differentiating itself through its superior taste and sophisticated appearance from one of the world's most respected luxury brands.

## AN EXCITING ALTERNATIVE

Hennessy Black is a smooth cognac that is bold and elegant, ideal for any fun, high-energy occasion when the desire is to stand out from the crowd of vodka and tequila drinkers



## BRAND RECOGNITION

Hennessy is an established brand that has a high level of awareness and affinity with 21 to 29 year old urban consumers, resulting in impulse buys, additional sales and greater profits.

## CONSUMPTION RITUALS

Hennessy Black can be enjoyed as a shot (without ice) or as a mixed drink (served with ice), with a variety of flavor combinations, offering countless options suitable to any occasion.

*Purchase at [SouthernWineOnline.com](http://SouthernWineOnline.com)*