

Moët Hennessy Travel Retail announces grand opening at Zhuhai Duty Free Gongbei Port



Hennessy's shop-in-shop features an innovative island-shaped design that offers visitors a 360-degree view of the brand's portfolio

Moët Hennessy Travel Retail has opened Hennessy's first shop-in-shop, located at the Gongbei Port in Zhuhai, China, one of four ports of entry on land between mainland China and Macau.

The Zhuhai Duty Free Gongbei Port arrivals store itself has recently opened, on May 24, 2023, as part of the strategic development of the Guangdong-Hong Kong-Macau Greater Bay Area. With 3,889 square meters over two floors, it is the largest duty free shop at a land port in the Asia Pacific region.



The Hennessy shop-in-shop occupies 37 square meters on the second floor, and the renowned Cognac brand also has a 16-square-meter corner on the first floor

Within the shop-in-shop, patrons will find the full range of the brand's portfolio, including Hennessy V.S.O.P, Hennessy X.O, Hennessy X.X.O, which is available exclusively in duty free stores and highly selected duty-paid channels, as well as the rare Hennessy Paradis. The Hennessy store in Zhuhai will also offer limited-edition and collectible Hennessy cognacs.