

Moët Hennessy opens first Hennessy boutique in Americas travel retail market



The Hennessy boutique at Montego Bay Airport in Jamaica

[Moët Hennessy](#) Travel Retail has opened the first-ever Hennessy boutique in the Americas travel retail market. The 56-square-meter Hennessy shop-in-shop is situated in the Dufry departure store at Montego Bay Airport in Jamaica.

According to the company, the boutique offers discerning travelers a selection of travel retail exclusive cognacs, including James Hennessy and Hennessy X.X.O, as well as Hennessy Pure White, which is exclusively distributed in the Caribbean and Mexico. The on-site tasting bar will regularly offer customers the opportunity to sample James Hennessy.

For the shop's inauguration event, travelers were offered cocktails of Hennessy Pure White - Hennessy's most innovative cognac. Delicate and floral, with notes of citrus, spring flowers, and white grapes, Hennessy Pure White can be enjoyed on the rocks or in cocktails.

The new boutique also launches the Jamaica edition of the Hennessy Art of Gifting. Available across only a few key locations globally, the Art of Gifting customization experience is a one-of-a-kind opportunity for customers to personalize their Hennessy X.O and Hennessy X.X.O purchases by adding Jamaica-inspired medallions and pendants to the bottles.

In addition, Hennessy's visibility throughout Montego Bay Airport is enhanced with new Pure White out-of-home advertising on arrivals, departures, and outdoor billboards at the airport entrance.

Laurent Boidevezi, President of Moët Hennessy Asia Pacific, Travel Retail & Private Sales, commented, "We are thrilled to open our first-ever Hennessy boutique in the Americas travel retail market at Montego Bay Airport. Jamaica is a one-of-a-kind destination for the discerning Hennessy customer, and we believe that the boutique provides a one-of-a-kind immersion that elevates the Hennessy experience."

Jan Antonio Nieto, Dufry General Manager for the Caribbean, added, "We are pleased to partner with Hennessy to offer this unique, bespoke experience to our customers. The Hennessy boutique in Montego Bay Airport is just one example of how we are continuously striving to offer our customers the best possible shopping experience. We are confident that this new boutique will become a must-visit destination for all travelers passing through Montego Bay Airport."