

FOOD AND BEVERAGE

Moet Hennessy pours into ecommerce space with digital marketplace

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The new platform intends to deliver a full luxury experience, from discovery to delivery. Image courtesy of Moët Hennessy

By NORA HOWE

LVMH's wine and spirits arm Moët Hennessy USA is capitalizing on the booming ecommerce sector with the launch of [OurCellar.com](https://www.ourcellar.com), a luxury online shopping destination for its notable Champagnes and wines.

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The new marketplace is Moët Hennessy's first direct-to-consumer platform of its kind, and it will enable the company to expand its reach and sell its products directly to consumers. OurCellar.com offers access to limited-edition releases, exclusive bottles, personalization and gift bundles from select brands such as Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug and more.

"During the onset of COVID-19, we learned that people were seeking, more than ever before, special experiences to connect them with the places and the makers of the products they loved," said Emma de Szoë, senior vice president of consumer insights at Moët Hennessy USA, New York.

"Unable to travel and explore, people began looking for opportunities to discover, share and celebrate in the comfort of their home," she said. "We listened and created OurCellar.com, with the intent of connecting people directly to the makers of our iconic brands and recreating, as much as possible, the experience of our spectacular cellars."

Shop Moët Hennessy from home

With luxury at its core, Moët Hennessy is providing Our Cellar customers a bespoke buying and gifting experience.

In the early months of the COVID-19 pandemic, when lockdowns and stay-at-home orders were in full effect, consumer drinking behavior quickly shifted and wine and spirits brands struggled to keep up with the rising demand for online fulfillment ([see story](#)).

Despite looser restrictions nearly 18 months later, consumers are not prepared to let go of the ecommerce habits developed during the pandemic.



Customers may order Moët Hennessy products directly from the company to be delivered to their doors. Image courtesy of Moët Hennessy

Mot Hennessy brands saw an exceptional increase in ecommerce sales since March 2020, which inspired the company to create a designated platform to grow in this digital age, leveraging the new ways consumers expect to interact with and purchase from brands.

To further meet consumer demands, Mot Hennessy hopes to deliver a 360-degree experience with premium packaging. OurCellar.com currently only delivers to 16 select states.

"The pandemic made it very clear that people are looking for new ways to celebrate and elevate their at-home entertainment experiences by bringing back some magic in their everyday routines," Ms. de Szoëke said. "We believe that connecting people to the makers of our iconic brands provides another opportunity to deepen the relationship with our clients by inviting them to experience the magic of our cellars the same way they welcome us into their homes and celebratory moments with loved ones."

The new platform may be the company's first direct-to-consumer space, but Mot Hennessy was eyeing the ecommerce sector prior to this announcement.

In June, the company entered into a 50/50 joint venture with Italian spirits company Campari Group to invest in wine and spirits ecommerce company Tannico.

The joint venture between the two companies aims at building a premium pan-European ecommerce player for the benefit of all wine and spirits brands and their European consumers. The combined business will be led by Tannico CEO Marco Magnocavallo, who remains a key minority shareholder in the business ([see story](#)).

Innovating the drinking experience

New technology and innovative strategy are paramount to the rising demands for ecommerce within the wine and spirits sector.



Within the marketplace, consumers have access to limited-edition releases and exclusive bottles, such as the Dom Prignon x Lady Gaga Rose vintage 2006. Image courtesy of Moët Hennessy

As premium wine and spirits sales have increasingly migrated towards ecommerce, online spirits retailer ReserveBar continues to differentiate itself with unique partnerships and an elevated customer experience.

Founded in 2013, ReserveBar is primed for further growth, having successfully closed its Series B financing round in July. The retailer is also keeping its brand values at the forefront, announcing in August its plans to commit more than \$5 million through 2024 to its Spirited Change Initiative supporting minority and women-owned brands in the beverage alcohol sector ([see story](#)).

Cond Nast-owned culinary platform Epicurious partnered with ReserveBar to prioritize engaging ecommerce content. Through the new partnership, ReserveBar is helping power the new interactive "cocktail cabinet" on the Epicurious site.

In addition to being able to find cocktail recipes, Epicurious readers will then be able to easily purchase wines and spirits from ReserveBar ([see story](#)).

"We're constantly adapting to how people want to experience and interact with our iconic brands," Ms. de Szoeki said. "While ecommerce and digital are increasingly becoming more a part of our ecosystem, the essence of what we do is about craftsmanship, human relationships and in-person experiences.

"Just as digital features in the consumer journey from discovery to purchase we expect digital will play a growing role in our overall omnichannel ecosystem," she said. "It's truly complementary in fact, seamlessly bringing together digital and physical experiences is a critical ingredient within the evolving definition of luxury."

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