

# WHITE X COGNAC

750mL



**WHAT IS IT:** Hennessy PureWhite Cognac is the only “White Cognac” on the market, traditionally only available in the Caribbean and in Duty-Free stores with a small, limited time release in the US. White X will be the first White Cognac available ongoing in the US and is designed to be the vehicle to help consumers reach their creative potential.

**CONSUMER INSIGHT:** What I drink is a status symbol, it’s part of how I reflect my style....but I want to actually like the taste.

**CULTURAL CONTEXT:** Cognac’s influence on American culture has been nothing short of astonishing. White Cognac specifically has influenced American culture most notably as being ‘rare’ and highly sought after. Combining the availability of White Cognac with talent that is highly influential to the culture of our target design consumer, White X has the ability to not only serve a tactile need for consumers, but to influence culture by becoming a badge brand that transcends the drinking occasion.

- **Quavo**, an A-List Rapper tied to the brand for social proof
- First ‘White Cognac’ offered stateside ongoing in US
- White grapes and youthful age, a juxtaposition to most cognac within the category



# MIX IT UP ON-PREMISE WITH LIGHTER, FRUITIER DRINK SPECIALS



## WHITE ON WHITE (Simple)

1.5OZ WHITE X COGNAC  
1.5OZ WHITE GRAPE JUICE  
LEMON & FROZEN GRAPES

SHAKE AND POUR  
OVER FRESH ICE.  
GARNISH WITH FRUIT



## WHITE X PUNCH (Elevated)

1.5OZ WHITE X COGNAC

1OZ EARL GREY SIMPLE SYRUP (EQUAL  
PARTS HOT EARL GREY TEA AND  
SUGAR)

.75OZ FRESH LIME JUICE

SHAKE AND POUR OVER FRESH ICE.  
GARNISH WITH A LIME WHEEL AND  
TWO DASHES OF PEYCHAUD'S  
BITTERS.

THE PLANTER'S PUNCH IS THE  
NATIONAL DRINK OF JAMAICA: DARK  
RUM, LIME JUICE, SIMPLE SYRUP AND  
SOMETIMES BITTERS AN EASY, LIGHT  
PUNCH.

THE BERGAMOT NOTES AND COGNAC  
ARE A GREAT PAIRING TOGETHER  
AND THE BLACK TEA TANNINS ARE  
A GOOD FIT WITH THE TANNINS OF  
THE FRENCH OAK.

