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Moët Hennessy posted higher first-half sales as Champagne and Cognac showed early recovery

The LVMH drinks division said organic revenue rose 5% and recurring profit climbed 11%, helped by rosé, spirits and ready-to-serve cocktails

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Moët Hennessy reported higher sales and profit in the first half of its fiscal year, helped by gains in Champagne, rosé wine, Cognac and spirits as the company pointed to early signs of recovery in both sides of its drinks business.

The LVMH wine and spirits division said organic sales rose 5% to €2.6 billion, or about $2.95 billion, in the six-month period. Profit from recurring operations increased 11% to €582 million, or about $661 million.

Within the group, the Champagnes and Wines unit posted sales of €1.42 billion, up 7%. The company said demand was supported by strong performance from prestige cuvées in its Champagne portfolio and continued momentum in rosé. That included Château d'Esclans' Whispering Angel and Château Minuty, two labels that have built a visible presence in the U.S. market. Whispering Angel sold 535,000 cases in the United States last year, while Minuty sold 70,000 cases, according to figures cited in the report.

Moët Hennessy also said its new low-alcohol Chandon Spritz line had a promising start. The launch adds to a broader push by major drinks groups to expand beyond traditional still wine and sparkling wine into lighter and lower-alcohol products aimed at changing consumer habits.

In Cognac and spirits, sales rose 3% to €1.17 billion. The company said growth was supported by the rollout of Hennessy VS ready-to-serve cocktails and solid results from Belvedere vodka and Glenmorangie single malt Scotch.

Belvedere recently expanded national distribution for Dirty Brew, a coffee-infused vodka bottled at 30% abv and priced at about $40. Glenmorangie, for its part, introduced a limited-edition whisky priced at $100 that was selected by actor Harrison Ford and Dr. Bill Lumsden, the brand's head of distilling and whisky creation.

Belvedere's U.S. business also showed modest growth. The brand rose 3% to 357,000 cases in the American market last year, according to Impact Databank figures referenced in the report.

The first-half results matter beyond one luxury group’s earnings because Moët Hennessy’s portfolio spans several categories that are closely watched across the beverage industry. Its performance in the United States offers a read on where consumers are still spending, especially in imported rosé, Champagne, Cognac, vodka and single malt Scotch. The mix of growth drivers also suggests where large suppliers may keep directing marketing money and innovation, including prestige labels, ready-to-serve cocktails and lower-alcohol products.

The update comes as drinks companies continue to navigate uneven demand across global markets after a period of slower spending in parts of the wine and spirits trade. For producers, distributors and retailers, signs of improvement at Moët Hennessy may be read as an early signal that some premium segments are stabilizing, even if recovery remains uneven by category and market.