



HENKELL & CO.  
GRUPPE

ProWein 2017



## Henkell & Co.-Gruppe at ProWein 2017: Premium highlights, duty-free news and new communications

Henkell & Co.-Gruppe will be exhibiting at ProWein 2017 at Stand A50 in Hall 13, showing a host of innovations in our brands as we invite you to discover what "Making Life Sparkle" means, with the glint of



### 22 GOLD and 7 SILVER medals

Page 3            The outstanding quality of Sekt, Champagne, Crémant, Cava and wines made by Henkell & Co. is confirmed at the international competitions Mundus Vini and Berlin Wine Trophy.

### Premium highlights

Page 5            For the most sophisticated tastes: **Gratien & Meyer Crémant de Loire**  
 Page 6            Tribute to Barcelona and Gaudí: **Cavas Hill Cuvée Panot**  
 Page 7            Traditional bottle fermentation in an exclusive design: the **Fürst von Metternich Prestige Edition**

### New for duty-free / Travel Retail

Page 8            **i heart WINES**: 1-litre PET bottle

### New communications for the top international brands

Page 9            New campaign, lively TV ad:  
                       **Henkell #CreateYourOwnTradition**  
                       Cinema and public transport advertising: **Henkell** in Canada and Australia  
 Page 10          **Mionetto** in North America: launch event tour through Canada

### New in Wiesbaden:

Page 11          **Sektmanufaktur** at the Henkell & Co. headquarters

## Save the date!

Invitation to the **Annual Press Conference** of Henkell & Co.-Gruppe

Date: **Wednesday, 10 May 2017**

Time: 11:00 AM

Location: Henkell & Co. Sektkellerei KG, Biebricher Allee 142, 65187 Wiesbaden

**RSVP via e-mail to**

Anne Lüder: [a.lueder@eurokommunikation.com](mailto:a.lueder@eurokommunikation.com)

[www.henkell-gruppe.com](http://www.henkell-gruppe.com)



## Award-winning: 22 gold and 7 silver medals at the spring tastings, 1 gold in Japan

One Grand Gold, twenty-one gold and seven silver: that's what Henkell & Co. reaped at the industry's spring tastings, emphatically affirming the producer's passion for superior quality. At the major international wine competition Mundus Vini, the exquisite *Champagne Alfred Gratien Brut Millésimé 2004* received Grand Gold – a most special distinction. The jury of experts at the Berlin Wine Trophy competition awarded 15 gold medals, two of which went to the core brand *Henkell. Champagne Alfred Gratien* was the leading product, earning 11 gold medals in the two competitions.

*i heart Rosé* of the *i heart WINES* brand – named "Product of the Year 2017" by the trade journal *Lebensmittel Praxis* – received a silver medal at Mundus Vini.



Henkell & Co. garnered an award in Asia as well, where German Riesling is quite popular, the exclusive *50 Grad Riesling Trocken* product made by JWG, a daughter company of the world famous Riesling Estate Domäne Schloss Johannisberg, received gold in the Japanese Sakura Wine Contest.

### The winners:

#### HENKELL

*Henkell Trocken* (batch number 7013)  
*Henkell Brut* (batch number 6293)  
*Adam Henkell Chardonnay* (batch number 17017)

Berlin Wine Trophy Spring 2017, GOLD  
 Berlin Wine Trophy Spring 2017, GOLD  
 Mundus Vini Spring 2017, SILVER

#### FÜRST VON METTERNICH

*Fürst von Metternich Riesling Sekt Trocken* (batch number 6352)  
*Fürst von Metternich Chardonnay Sekt Trocken* (batch number 6357)  
*Fürst von Metternich Brut Jahrgang 2014, Goldene Flasche*  
 (batch number A.P. no. HE 16801316)

Berlin Wine Trophy Spring 2017, GOLD  
 Berlin Wine Trophy Spring 2017, GOLD  
 Mundus Vini Spring 2017, SILVER

**MENGER-KRUG**

<i>Menger-Krug Pinot Brut</i> (batch number 327.15)	Mundus Vini Spring 2017, GOLD Berlin Wine Trophy Spring 2017, GOLD
<i>Menger-Krug Rosé Brut</i> (batch number 216-16)	Berlin Wine Trophy 2017, GOLD Mundus Vini Spring 2017, SILVER
<i>Menger-Krug Riesling Brut</i> (batch number 18316)	Berlin Wine Trophy 2017, GOLD

**CHAMPAGNE ALFRED GRATIEN**

<i>Champagne Alfred Gratien Brut Millésimé 2004</i> (batch number 6244)	Mundus Vini Spring 2017, GRAND GOLD Berlin Wine Trophy Spring 2017, GOLD
<i>Champagne Alfred Gratien Brut Millésimé 2000</i> (batch number 5168)	Mundus Vini Spring 2017, GOLD Berlin Wine Trophy Spring 2017, GOLD
<i>Champagne Alfred Gratien Cuvée Paradis</i> (batch number 6084)	Mundus Vini Spring 2017, GOLD Berlin Wine Trophy Spring 2017, GOLD
<i>Champagne Alfred Gratien Cuvée Paradis Rosé</i> (batch number 5313)	Berlin Wine Trophy Spring 2017, GOLD
<i>Champagne Alfred Gratien Brut Classique</i> (batch number 6322)	Mundus Vini Spring 2017, GOLD Berlin Wine Trophy Spring 2017, GOLD
<i>Champagne Alfred Gratien Brut Rosé</i> (batch number 6258)	Mundus Vini Spring 2017, GOLD Berlin Wine Trophy Spring 2017, GOLD

**GRATIEN & MEYER**

<i>Gratien &amp; Meyer Cuvée Flamme Brut</i> (batch number 6188)	Berlin Wine Trophy Spring 2017, GOLD Mundus Vini Spring 2017, SILVER
<i>Gratien &amp; Meyer Cuvée Flamme Brut Rosé</i> (batch number 6251)	Mundus Vini Spring 2017, SILVER

**TÖRLEY**

<i>François President Rosé Brut 2013</i> (batch number L6035)	Mundus Vini Spring 2017, SILVER
---	---------------------------------

**CAVAS HILL**

<i>Cavas Hill Cuvée 1887 Rosé</i> (batch number L-K5J6D5)	Mundus Vini Spring 2017, GOLD
---	-------------------------------

**I HEART WINES**

<i>I Heart Rosé</i> (batch number 16363)	Mundus Vini Spring 2017, SILVER
--	---------------------------------

**SZEKÉRVÁR MÄDCHENTRAUBE 2016**

<i>(Törley sparkling wine cellar, Hungary)</i> (batch number 17040 / 17041)	Berlin Wine Trophy Spring 2017, GOLD
---	--------------------------------------

**50 GRAD RIESLING TROCKEN (JWG)**

Janpanese Sakura Wine Contest 2016, GOLD

## GRATIEN & MEYER

### French sparkling wine with growing international appeal

Rising popularity for quality French sparkling wines: exclusive Crémants are enjoying rapid export growth to several countries in Europe and beyond, surging by double digits from 2015 to 2016 in Germany, the world's biggest sparkling wine market. Consumers around the globe love the taste and fine tingle of a true Crémant produced in accordance with traditional Champagne-making methods.

#### Premium Crémant:

##### ***Gratien & Meyer Cuvée Diadem***

Gratien & Meyer has come out with two new products of exclusive elegance: the fine *Crémant de Loire Blanc*, bright yellow in colour with a fine *perlage* and a delicately fresh bouquet of white flowers, lemon and green apple. *Crémant de Loire Rosé*,

on the other hand, offers seductively refreshing flavours of currants, pink grapefruit and raspberry. The superbly distinctively character of these two prestigious Crémants underscores the high quality standards of *Gratien & Meyer*.



##### ***Gratien & Meyer Cuvée Flamme* – with an elegantly clear new look**

Wines of world renown for exceptional Crémants: the Gratien & Meyer collection – from one of France's oldest sparkling wine cellars. The two masterpieces *Cuvée Flamme Brut Crémant de Loire AOC* and *Cuvée Flamme Brut Rosé Crémant de Loire AOC*, made exclusively of grapes from own estates, now have a new look, with a prominently placed crest and more emphasised product name for easier shelf recognition by sparkling wine consumers. The label has been designed for a more subtle and reduced look that better expresses the refined elegance and incomparable quality of the two Crémants.

[www.gratien-meyer.com](http://www.gratien-meyer.com)

## CAVAS HILL

### Exclusive *Cuvée Panot*: a tribute to Barcelona and Gaudí

The new *Cuvée Panot* from the tradition-steeped Spanish winery Cavas Hill is causing a sensation for its superb taste and exceptionally premium characteristics, available in four varieties: *Reserva*, *Gran Reserva*, *Rosé* and *Brut Nature*. *Cuvée Panot* is made with a high proportion of Chardonnay wines, finely blended with the three traditional cava varieties. These exclusive compositions are rounded out by a special dosage of wines carefully matured in oak barrels. The result: an exquisite sparkling Cava in four captivatingly refined varieties.

*Panot*, the name of this exclusive sparkling wine collection in a most elegant bottle, is the word for the distinctive tiles – as unique as this Cava itself – adorning the boulevards of Barcelona, designed by the city's famous architect Gaudí. A creation of *Cavas Hill*, founded in the Belle Époque – the splendorous height of Modernism – *Cuvée Panot* is a tribute to the city and the artist, the label and cap of which feature a tasteful design of the famous panot tiles that expresses the special nature of this fine Cava assortment.



[www.cavashill.es](http://www.cavashill.es)

## FÜRST VON METTERNICH

### Traditional bottle fermentation in an exclusive design: the *Fürst von Metternich Prestige Edition*

*Fürst Metternich*, Germany's leading premium sparkling wine brand, has released a special limited edition to heighten its profile even further in the restaurant business and among premium wine purveyors. Only fine wines from Germany's prime viticulture regions are utilised to craft three special sparkling wines of uncommon richness and elegance through traditional bottle fermentation: Riesling vintages from the renowned Rheingau domain of Schloss Johannisberg, exclusive Pinot Noir from the Rheingau for the rosé product and vintage Chardonnay wines from Germany's Pfalz region. The varietal Prestige Edition comes in an exclusive design that stands out from the classic assortment, and is now available following its premiere at ProWein.



### *Fürst Metternich Chardonnay* 0.2 l bottle with gift stickers

Spring fever with *Fürst Metternich Chardonnay* in the white 0.2 l mini-bottle! With pleasant May days not too far away, a fresh, summery product is getting everyone's attention at the POS with an eye-catching promotion. Each attractive mini-bottle comes with a set of good-looking gift stickers bearing messages like "For you", "All the best" and "Congratulations" that make for a nifty and thoughtful gift idea.

### Grapevine sponsorship event at Schloss Johannisberg

April will see the culmination of a major promotional campaign launched in 2016 when the winners of five-year *Fürst Metternich* grapevine sponsorships are invited to Schloss Johannisberg palace for the ceremonial presentation of their certificates. In addition to covered travel expenses and accommodations, the exclusive event itself is part of the prize. First comes the presentation of the first three bottles of the Prestige Edition, produced from grapes of the sponsored vineyard, then a dinner is held for the winners in the Hall of Mirrors at Schloss Johannisberg for a truly magnificent evening – with professional styling and photo opportunity.

[www.fuerst-von-metternich.de](http://www.fuerst-von-metternich.de)

# I HEART

## New for duty-free / Travel Retail: 1-litre PET bottle

*i heart*, the brand that warms the hearts of young and modern wine lovers, will be taking off in May 2017 for the enjoyment of air travellers. These popular wines are offered in a new 1-litre PET bottle that is ideal for airline catering, as it eliminates the possibility of glass breakage, holds more content, facilitating serving, and is roughly 90% lighter than a regular 1-litre glass bottle. *i heart WINES* will then also be enjoyable above the clouds in a plastic mini-bottle with convenient screwcap for on-board sales.

*i heart WINES* is a refreshingly appealing, internationally successful, and award-winning brand concept that has now been introduced in 23 countries around the world. Marketing of the collection focuses on the grape variety

used in the popular and high-quality wines carefully selected to comprise the range. For you don't have to be an expert to love wine. Uncomplicated enjoyment of truly great tastes is what *i heart* is all about. A brisk and striking minimalistic design lends the brand an attractive look. A label bearing the memorably modern, heart-shaped *i heart* logo clearly states the respective variety, facilitating serving by cabin crew members.



[www.iheartwines.co.uk](http://www.iheartwines.co.uk)

# HENKELL

## New campaign: #TheHenkellWay

The latest *Henkell* ad campaign depicts the brand as casual, cosmopolitan and contemporary, showing a different side to sparkling wines: cool, unpretentious ... #TheHenkellWay. Aired on high-reach TV channels with target group affinity, the new commercial will generate more than 250 million contacts in the first half of 2017 alone. Broad television exposure in the new *Henkell* campaign is flanked by robust social media activity, a sponsorship of the popular TV show "Who Wants to Be A Millionaire?" (Germany version) going into the high-volume year-end season, attractive giveaways year-round and popular venue events such as Sparkling Wine Night, concerts, openings and Sparkling Wine Night Ball des Sports Special.



## “Create your own tradition”: the latest *Henkell* TV ad

You make your own rules, and are empowered to create your own sparkling tradition: that is the message of the all-new *Henkell* TV spot airing since February. The idea of "creating your own tradition" is a light-hearted call by *Henkell*, Germany's most-exported sparkling wine brand, to break with outdated, constraining rules of etiquette. For who is to say whether a lady must wait until a man asks her to dance, whether drinking sparkling wine through a straw is taboo, or whether you ought to leave the party when the mood is at its best? Executed by Swedish director Anders Hallberg, this lively 25-second ad was shot in the Marble Hall at the winery headquarters. It plays on outmoded conventions, using emotive images to unite seeming opposites such as stylish enjoyment and sparkling vitality.

<https://youtu.be/lbPVZRWE-0>

True to the brand slogan, the current *Henkell* TV ad and broader campaign reveal how enjoying sparkling wine can be at once glamorous and unconventionally modern, free of contradiction with the brand's tradition, "making life sparkle" ever anew.

## High-profile in Canada and Australia

*Henkell's* international communications are tailored to the respective markets. In Canada, where *Henkell* is the number one sparkling wine, a major cinema campaign promotes the brand on in-lobby screens and during the pre-movie ad run. The *Henkell* image ad appeared on Facebook and YouTube. The *Henkell* brand attracted attention through an OOH campaign on public transport in Australia's biggest cities with the slogan "Just a few stops to the fridge".

[www.henkell.com](http://www.henkell.com)

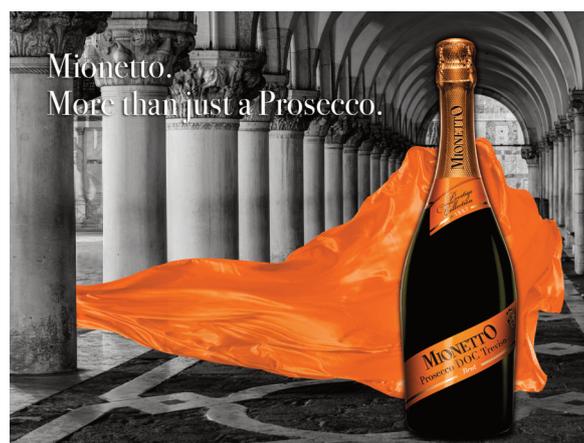
## MIONETTO

### ***Mionetto* with free Ape delivery**

*Mionetto Prosecco* brings the easy-going Italian lifestyle to any celebration, and this summer an unusual Prosecco delivery promotion will be generating attention in the Munich market. The winner of a social media contest will receive a party-delivery of chilled *Mionetto Prosecco* free of charge, driven straight to the door by a cool-looking *Mionetto Ape*.

### **High-reach TV campaign**

*Mionetto*, the quintessential Prosecco, has come out with a 10-second version of its current TV ads to be run continuously from March to August and again in December to stimulate summer buying and the year-end business by whetting consumers' appetite for Prosecco enjoyment throughout the year.



### **"Forza Mionetto": regional POS tastings**

"Forza Mionetto" is the brand's tasting campaign, continuing in 2017 after last year's success among consumers. The POS tastings are held from May to July in southern Germany and select cities including Hamburg and Berlin. The promotion is supported by POS materials, subway info screens, blogger partnerships and a robust social media campaign.

### **Collaboration with Anja Gockel, Designer of the Year 2017**

Prosecco meets fashion: *Mionetto*, which has maintained a strong presence in the fashion scene for quite a while, has partnered with the designer label Anja Gockel for 2017. Following a high-profile collaboration in January at Fashion Week Berlin where *Mionetto* accompanied the Anja Gockel Fashion Show in the lobby of the famous Hotel Adlon Kempinsky, now the brand is involved in the creation of the Anja Gockel Lookbook for spring/summer 2018, with a fashion blogger presenting the current Anja Gockel collection as model. The promotional activities will be supported via the *Mionetto* social media channels of Facebook and Instagram.

Partnerships with prominent, high-reach fashion and lifestyle bloggers and a strong presence on the leading social media platforms are part of *Mionetto's* approach to targeting a trend-conscious female demographic within a fashion and lifestyle-oriented environment, where the popular brand has established a sizeable fan base.

### **Launch events in Canada**

*Mionetto* celebrated its entry in the Canadian market in 2016 with a series of high-profile launch events that rapidly made the brand known among Canadian consumers. A national kick-off event was held in Kelowna, British Columbia, then the brand uncorked at a big *Mionetto* launch party in Montreal, Quebec, covered by reporters and bloggers. In partnership with Mini, the fine Italian Prosecco presented at the Mini & Mionetto VIP@ABNL Wine Expo in Moncton, New Brunswick.

[www.mionetto.com](http://www.mionetto.com)

## An experience for all of the senses: Sektmanufaktur at the Henkell & Co. headquarters in Wiesbaden



You can feel the passion for sparkling wine at Henkell & Co., where the traditional bottle fermentation method has been employed since 1856 as part of a superior craft, perfected throughout the years. The Sektmanufaktur, a new in-house Sekt production boutique will open in May at the headquarters in Wiesbaden, where the public will be able to personally experience traditional bottle fermentation, heightening the fascination for superb, hand-crafted sparkling wines. The tour pleurably engages all of the senses, focusing on the top products *Adam Henkell*, *Fürst von Metternich* and *Menger-Krug* and the special way they are made through traditional bottle fermentation. Visitors experience the artisanal process live and up-close, from tirage filling to fermentation, the vibration method, the subsequent ice bath, addition of the *liqueur de tirage* and final corking and wiring of the bottle.

The "creative cube" in the heart of the Sektmanufaktur is an additional attraction as a station for experience-sharing, continuing learning and fostering creativity. Equipped with modern communication areas, an open kitchen and cutting-edge media technology, the cube is an ideal place to hold tastings, events and creative workshops about sparkling wine.

Henkell & Co. unveiled photos of the new *Sektmanufaktur* at ProWein 2017 where sparkling wine will be made via traditional bottle fermentation as part of an experience delighting all of the senses.

Making Life Sparkle!

[www.Henkell-Gruppe.com](http://www.Henkell-Gruppe.com)

# Henkell & Co. press photos

## ProWein



HCo\_TradeshowStand\_ProWein\_2017.jpg

## Awards



Henkell\_Trocken.jpg



ChampagneAlfredGratien\_Brut\_Millésimé\_2004.jpg



Fuerst\_Von\_Metternich\_Riesling\_Trocken.jpg



Menger-Krug\_Pinot\_Brut.jpg



ChampagneAlfredGratien\_Brut\_Rosé.jpg



CavasHill\_Cuvée1887\_Rosé.jpg



Gratien+Meyer\_Cuvée\_Flamme\_Brut.jpg

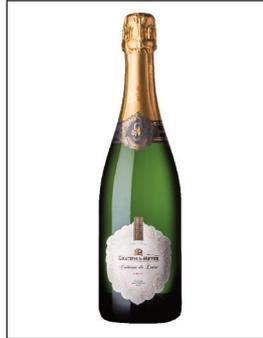
## Henkell & Co. press photos

### JWG



50Grad\_RieslingTrocken\_2015.jpg

### Gratien & Meyer



Gratien+Meyer\_CuvéeDiadem\_Brut



Gratien+Meyer\_CuvéeDiadem\_Brut\_Rosé.jpg



Gratien+Meyer\_CuvéeDiadem\_Mood\_1.jpg



03d\_Gratien+Meyer\_CuvéeDiadem\_Mood2.jpg

### Cavas Hill



CavasHill\_CuvéePanot\_Reserva.jpg



CavasHill\_CuvéePanot\_GranReserva.jpg



CavasHill\_CuvéePanot\_Rosé.jpg

## Henkell & Co. press photos



CavasHill\_CuvéePanot\_BrutNature.jpg



CavasHill\_CuvéePanot\_Mood.tif

### Fürst von Metternich



Fuerst\_von\_Metterich\_Brut\_Prestige.jpg



Fuerst\_von\_Metternich\_Chardonnay\_Prestige.jpg

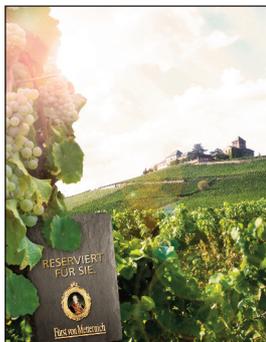


Fuerst\_von\_Metternich\_Rose\_Prestige.jpg



FvM\_Chardonnay\_0.2\_Neckhanger.jpg

### i heart



FVM\_GrapevineSponsorship.jpg



i\_heart\_Shiraz\_1-litre\_PET.jpg

### Henkell



Henkell\_NewCampaign\_1.jpg

# Henkell & Co. press photos



Henkell\_NewCampaign\_2.jpg



Henkell\_TV-Spot.tif



Henkell\_OOH-Campaign\_Australia\_1.jpg

## Mionetto



Henkell\_OOH-Campaign\_Australia\_2.jpg



Mionetto\_NewClaim.jpg



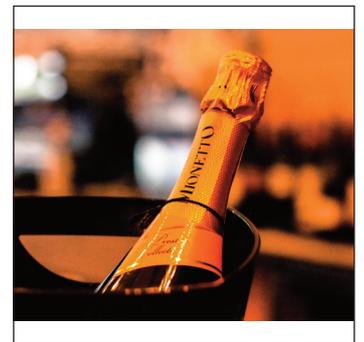
Mionetto\_Anja\_Gockel.jpg



Mionetto\_LaunchParty\_Montreal\_1.jpg



Mionetto\_LaunchParty\_Montreal\_2.jpg



Mionetto\_LaunchParty\_Montreal\_3.jpg

## Henkell & Co. press photos



Mionetto\_LaunchParty\_Montreal\_4.jpg

### Sektmanufaktur



HCo\_Sektmanufaktur.jpg

**We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at [www.henkell-gruppe.com](http://www.henkell-gruppe.com)**

**Media Contact:**

Anne Lüder  
EuroKommunikation GmbH  
Rothenbaumchaussee 58  
20148 Hamburg  
T. +49 (0)40 4147840  
F. +49 (0)40 41478450  
E. [a.lueder@eurokommunikation.com](mailto:a.lueder@eurokommunikation.com)

**Corporate Contact:**

Vanessa Keis  
Henkell & Co. Sektkellerei KG  
Biebricher Allee 142  
65187 Wiesbaden  
T. +49 (0)611 63-231  
E. [Vanessa.Keis@Henkell-Global.com](mailto:Vanessa.Keis@Henkell-Global.com)