Rio 2016 Summer Games:

Germany's hospitality house celebrates with Henkell

As a sparkling ambassador of enjoyment and glamour "made in Germany", Henkell will be a recognisable presence at the 'Deutsches Haus' (the German House) throughout the Summer Games in Rio de Janeiro.

From 05th to 21st August, the German House at Barra Beach Blue Point will be the gathering spot for high-calibre guests including athletes, officials, media representatives and politicians. Talk shows will be hosted and daily press conferences held by the German Olympic Sports Confederation (DOSB) against a beach backdrop with real Brazilian flair. In addition to boasting extraordinary architecture, the venue is ideally situated, with its central location making it a perfect pit stop between sports venues, tourist attractions and athlete housing. And Henkell is always on the scene whenever there is occasion to celebrate: for everything from winning medals to the numerous international receptions.

These are the 5th consecutive Games at which Henkell has been an official supporter of the German House. Beijing, Vancouver, London, Sochi – the popular sparkling wine brand has trotted the globe to raise glasses exclusively with German athletes. Not just there: Henkell is present all over the world, from Europe to North America and Australia – the leading export brand of German Sekt is enjoyed by consumers in more than 100 countries.

Hopefully, there will be plenty of opportunities to keep the corks popping through 20th August, when the German House closes its doors.

About Henkell

Henkell uniquely combines the French art of the cuvée with German craftsmanship and, as Germany's most exported brand of Sekt, is available in more than 100 countries. Around the world, the brand stands for glamour, a zest for life and timelessly cultivated sparkling wine enjoyment. With an extensive product portfolio, the flagship brand of Henkell & Co.-Gruppe is a major player in the German and international sparkling wine markets. In 2014, it was given a new, appealing and modern makeover. Making life sparkle!
For more information, visit www.henkell.com

About Henkell & Co.-Gruppe

Henkell & Co.-Gruppe is a leading producer of sparkling wine, wine and spirits in Europe, with independent companies in 20 countries exporting to more than 100 nations around the globe. It is the market leader for sparkling wine or Prosecco in numerous countries and for wine in three. A leader in the spirits segment as well, the Group is number one for vodka in Germany, gin in Poland and brandy in Slovakia. The headquarters of Henkell & Co.-Gruppe, the brand parent that includes Henkell, Prosecco Mionetto, Champagne Alfred Gratien and others, are located in Wiesbaden, Germany. For more information, visit www.henkell-gruppe.com

For the image video of Henkell & Co., visit http://www.youtube.com/watch?v=dTo25XUxDsc

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