

„Orange Choice“ for the design of the Mionetto Prestige Collection

The world's top-selling Prosecco with an enhanced brand image



Vitality, emotion, strength ... qualities embodied by the colour orange. And *Mionetto* – the quintessence of Prosecco and the world's leading Prosecco brand according to IWSR¹ – is the “Orange Choice”, as orange is the striking label colour of *Mionetto Prosecco DOC Treviso Brut*, the brand's flagship product. *Mionetto* has sharpened its brand image in the run-up to ProWein 2018, leveraging the power of colour to heighten the profile of the Prestige Collection even more.

A bold statement in bold orange

Energy meets seduction in brilliant orange with elegant black combined within a vivid *Mionetto* design. The brand's core product is more in the limelight than ever before, as the label of *Mionetto Prosecco DOC Treviso Brut* is now sporting a more striking colour scheme. The Prestige Collection is following suit with an enhanced design aligned with that of the top product, as all labels in the collection now feature a narrow strip of the eye-catching colour. The third key element identifying the

brand along with the colours orange and black is a highly distinctive strip appearing on all materials that runs diagonally at a 27-degree angle and transports the verve of the unconventional and dynamic *Mionetto* range, providing shoppers a point of orientation on the sparkling wine shelf. The new design is reflected in the logo as well, in which with two diagonal bars appear in fiery orange. In addition, the Prestige Collection now features a new double-layered neck ribbon with softer contours.

Mionetto: more than just a Prosecco

More charismatic, scintillating and modern – *Mionetto* has a new, more contemporary look through a design that heightens brand recognition. Everything has been revamped, from packaging and POS materials to merchandising, trade fair stand and event trappings. A brand that has long been an international success story is revealing more of its true personality.

¹IWSR Prosecco Category 2017 – Sales in 75 CL Bottles



About Mionetto

Refreshingly Italian, sensual and of outstanding quality – Mionetto is Prosecco par excellence. The fine Frizzanti and Spumanti originate in the heart of the northern Italian Prosecco growing region of Veneto. Trendy, ready-mixed, flavoured wine-based cocktails round out the assortment. Available in more than 90 countries, Mionetto is the world's best-selling sparkling wine according to the IWSR, bringing Italian Prosecco enjoyment to people around the globe. For more information, visit www.mionetto.com

About Henkell & Co.-Gruppe

Henkell & Co.-Gruppe is represented by its subsidiaries in 22 countries, exporting to more than 100 countries around the globe. It is the market leader for wine, sparkling wine, Prosecco or various categories of spirits in numerous countries. The building where Henkell was founded remains the headquarters of the Henkell & Co.-Gruppe, to which brands such as Henkell, Mionetto, Champagne Alfred Gratien, Törley Sekt, i heart WINES and Mangaroca Batida de Côco belong. Further information can be found at www.henkell-gruppe.com.

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

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