



Freixenet Pinot Noir Rosé Winner of the Travel Retail Awards

- Freixenet Pinot Noir Rosé takes first prize in the Best Wine category, in the only consumer-voted Awards dedicated to travel retail
- Freixenet Pinot Noir Rosé is a premium Italian sparkling wine, launched to introduce younger consumers to the fascinating world of sparkling wines



Sant Sadurní d'Anoia, 27 May 2019 - Freixenet Pinot Noir Rosé has been awarded First Prize in the Best Wines category by the Travel Retail Awards. This is the only independent award which rewards the best-rated products sold in airports, based on the opinions of consumers themselves.

More than 5,000 independent participants tasted Freixenet Pinot Noir Rosé and voted it as the Best Wine in a demanding competition amongst other global wines. The award ceremony was held on May 13, 2019 at the Conrad Hotel in Singapore.

Freixenet Pinot Noir Rosé is a premium Italian sparkling wine, designed to celebrate life in style. The rosé sparkler was launched after the great success of its predecessor, Freixenet Prosecco, in order to keep attracting new audiences and introduce younger consumers to the fascinating world of sparkling wines.

This elegant sparkling rosé has a delightful accent of summer red and black fruits, scented notes and a complex finish – a delicate delight for the palate. The finest, perfumed expression of Pinot Noir is reflected in this stylish wine, served in a breathtakingly unique bottle with a charming pale pink colour.

Freixenet is very proud to have won an independent award recognised by consumers, as the customer is always at the core of the brand's global strategy. Martina Obregón, Chief Marketing Officer of Freixenet, stresses that for the group "it is a priority to innovate and invest in research, to listen and talk to consumers, to satisfy their tastes and to seize new consumer trends".

International Recognition

Freixenet has consolidated its position as a world leader in the sector and reaffirmed its desire to de-seasonalise consumption of sparkling wine - a sparkling symbol of the Mediterranean lifestyle that is reaching an increasing number of consumers. The Travel Retail Awards recognise Freixenet's expertise in wine making and their effort to please the hearts of wine lovers around the world, with the new Freixenet Pinot Noir Rosé.

About Henkell Freixenet

Henkell Freixenet is the world's leading sparkling wine producer, offering Sekt, Cava, Prosecco, Champagne and Crémant from a single source – complemented by a wide range of wine and spirits. The Group boasts subsidiaries in 30 countries and exports its brands to more than 150 markets across the world. Highest standards in quality and craft, coupled with market and brand expertise, have earned it the status of market leader for Cava, Sekt, Prosecco, wine and a broad palette of spirits in many countries. The Group owns brands such as Freixenet, Henkell, Mionetto Prosecco, Alfred Gratien, Segura Viudas, Mederano, i heart WINES, Mangaroca Batida de Côco and Wodka Gorbatschow. Further information at www.henkell-freixenet.com.

Watch the Henkell Freixenet image video at:

www.youtube.com/watch?v=HVc8IH9id4Y&has_verified=1

Corporate Contact:

Henkell Freixenet Global
Vanessa Lehmann
International PR Manager
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63-231
E. vanessa.lehmann@henkell-freixenet.com

Media Contact:

EuroKommunikation GmbH
Public Relations seit 1970
Benita Beissel
Hopfensack 19
20457 Hamburg
T. +49 (0)40 30 70 70 725
E. b.beissel@eurokommunikation.com