

Drinks International Travel Retail Awards 2019:

Excellent sparkling wines – Henkell Freixenet takes four medals home



The annual Travel Retail Awards presented by Drinks International are a unique opportunity to display and celebrate successes of the past year. At the 12th iteration of the awards, Henkell Freixenet celebrates quadruple success: Freixenet Italian Pinot Noir Sparkling received gold in the category "New Packaging of a Drinks Brand", Freixenet Prosecco D.O.C.G. won a silver medal in the category "Drinks Launch

of the Year" and Henkell Cuvée Unique was awarded with silver in both the "Drinks Launch of the Year" and "Travel Retail Exclusive of the Year" categories. The winners of the only consumer-voted awards in travel retail were announced at an exclusive event held on 2nd of October at the TFWA World Exhibition in Cannes. The Drinks International Travel Retail Awards provide drinks brands of wine, spirit and beer producers the chance to be internationally recognized, awarded and celebrated, as the event brings all leading suppliers and buyers of global travel retail together. The award consists of nine categories, and Henkell Freixenet won medals in all three categories that it participated in.

Freixenet Italian Pinot Noir Sparkling – an attractive eye-catcher

Deservedly awarded with gold in the category "New Packaging of a Drinks Brand": This high-quality sparkling wine in bright rosé is a special jewel. It is made using exclusively Pinot Noir grapes and its eye-catching bottle is especially attractive to younger consumers.

Freixenet Prosecco D.O.C.G. – masterpiece of Prosecco art

Freixenet Prosecco D.O.C.G. is love at first sip and was awarded with silver in the "Drinks Launch of the Year" category. This prosecco persuades with an Italian temperament and affectionate hints of citrus and green apple. It is made from blends of Glera, Chardonnay and Pinot Grigio grapes from the exclusive and limited region of Conegliano Valdobbiadene. Its luxurious golden bottle with the attention-grabbing purple label makes for an ideal gift and perfectly embodies the quality of this fine Prosecco D.O.C.G.



Henkell Cuvée Unique Brut – double silver for this fine, creamy and unique Brut

Henkell Cuvée Unique won double silver in the categories “Drinks Launch of the Year” and “Travel Retail Exclusive of the Year”, on top of its previous gold medal at Mundus Vini and the Berlin Wine Trophy at the Spring Tasting 2019. It has an unmistakable composition of Kerner, Pinot Gris and Pinot Blanc grapes, gently bottle-fermented for a minimum of twelve months. Besides its high quality and taste, Henkell Cuvée Unique also convinces with its elegant bottle in crème with golden details. The iconic Henkell sleeve catches the eye and guarantees highest standards in taste. Henkell Cuvée Unique is available exclusively through Gebrüder Heinemann duty-free and travel-retail outlets.

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, Freixenet Mederaño, 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