



## Henkell gets a redesigned logo



A fresh appearance for a new year: *Henkell* will from now on present itself to the outside world with a modern, redesigned logo. The brand is staying true to its established 3D effect but accentuated by a clearer, more dynamic linear structure, reduced framework and a subtle change in font. The new design hints at the logo's position on the golden foil capsule in an abstract, design-oriented manner.

Like the logo, the horizontal stripe, developed in parallel for use on the bottle neck, is clearly analogous to Otto Henkell's original 1925 idea – this is also the view of the bottle that will be seen when it is lying in an ice bucket.

## Outer packaging and POS material in new design



The *Henkell* boxes will be given a new, attention-grabbing appearance from the third quarter of 2019. Optically appealing and with a freshened-up logo, it's a real head turner and extends an invitation to indulge in sparkling wine with *Henkell*. The typical *Henkell* horizontal stripe is prominently placed on the outer packaging. Various background colours make it easier to differentiate the available variants and offer orientation at the POS. Additionally, all marketing materials such as gift packaging, tasting bars, sparkling wine chillers, flags etc. will be successively updated to reflect the new design.

From summer 2019, the entire world of *Henkell* will appear in the renewed design.



### 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 Freixenet is a major player in the German and international sparkling wine markets. Making life sparkle!

For more information, visit [www.henkell.com](http://www.henkell.com)

### 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](http://www.henkell-freixenet.com).

Watch the Henkell Freixenet image video at:

[www.youtube.com/watch?v=HVc8IH9id4Y&has\\_verified=1](http://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](mailto: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](mailto:b.beissel@eurokommunikation.com)