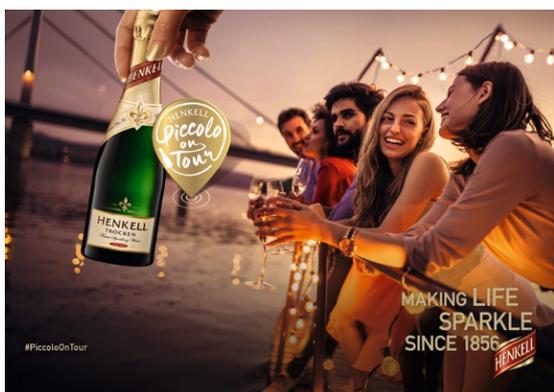




A sparkling journey around the globe: *Henkell Piccolo* on tour



Henkell is sending its “little one”, the only genuine *Piccolo*, on a big journey: the first international campaign for Henkell’s 0.2l small bottle promises tingling moments around the globe with Germany’s most-exported sparkling wine brand – moments to share with others. Because *Henkell’s* small format fits into every bag and stands for uncomplicated indulgence wherever you are. *Henkell* fans across the world are encouraged to take a photo of their favourite drink wherever life comes into contact

with *Henkell Piccolo* – whether on a tour of the city, chilling on the beach while barbecuing with best friends, or simply chatting with a close friend on the balcony.

First international *Piccolo* promotion



“*Piccolo on Tour*” will be localised to suit numerous countries worldwide with original promotional activities from June 2019 to January 2020. All over the world, fans of sparkling wine are called upon to post their favourite *Piccolo* picture on social media with the #PiccoloOnTour hashtag during the summer time. Coveted prizes will be awarded to some lucky participants. The campaign will be supported worldwide by comprehensive communications activities – from marketing

tools via PR to social-media and high-reach influencer coops.

Germany kicked off the international campaign in June with exclusive blogger partnerships. Simultaneously, Montenegro started its social media photo challenge. Three prominent local photographers will choose the winners.

Canada is joining in August with an extended prize contest, blogger partnerships and an in-store promotion to maximize reach. Brazil and Australia will also be participating and promoting #PiccoloOnTour with individual roll-outs.

Henkell – inventor of the *Piccolo*

The name *Piccolo*, familiar to everyone as a 0.2l small sparkling wine bottle, has been a Henkell trademark since 1935. The keen little waiter’s helper was the dominating advertising motif for *Henkell Trocken Piccolo* and lent its name to the successful 0.2l bottle. A love for sparkling wine despite tight purse strings in the 1950s and 60s led to a genuine *Piccolo* boom. *Piccolo* became the category name for this small bottle size. But the only true *Piccolo* is made by Henkell.



Participating countries

- Germany, mid-June - August
- Montenegro, mid-June - mid-July
- Canada & Brazil, August - September
- Australia, December - January 2020

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

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

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