

Henkell Freixenet united at TFWA 2019

World's largest sparkling wine producer presents new products for GTR



At this year's TFWA World Exhibition in Cannes from 29th September to 4th October, Henkell and Freixenet present itself to the entire Global Travel Retail industry for the first time as Henkell Freixenet. Known for their individual excellence across international markets, on 1st of August 2018 Henkell and Freixenet joined forces to become the world's largest sparkling wine producer.

Now as Henkell Freixenet, the company can offer their customers global expertise and a unique range of top sparkling wine, wine and spirits brands. The alliance opens new markets and distribution channels for Henkell Freixenet and promotes long-term growth, thus creating lasting value for customers, employees and shareholders.

Global Travel Retail is an important market, since in 2018, 19,3 mio. bottles of sparkling wine were sold in that sector*. It is therefore amongst the TOP 25 countries since it ranks 22nd in the worldwide sparkling wine consumption by country*. Thus Henkell Freixenet, being a major player in GTR with a market share of 13,8%, aims to consolidate its strength in the key market of Europe, while at the same time growing its important and common presence in Asia and North America. To this end, a dedicated team has been formed with plans to develop a distinct GTR portfolio in the year ahead.

At the TFWA Henkell Freixenet will be present with the brands Mionetto, Henkell and Freixenet at the same stand for the first time in the GTR business at Cannes. These iconic core brands are the main international marketing focus of the group, which will also be shown in the booth design. Additionally, customers can experience the wide portfolio of the group at two bars.

Just visit **Henkell Freixenet at RED J5-7** to taste the products.

Trading Update

Intensive efforts are underway to expand Henkell Freixenet's current Global Travel Retail portfolio, which, for example, includes the products Henkell Cuvée Unique and Freixenet Prosecco DOCG as well as Freixenet Pinot Noir Sparkling. They are exclusively developed for Global Travel Retail with a sharp focus on compelling packaging and design in order to

execute the upselling strategy to Travel Retail Players. Furthermore, Henkell Freixenet enjoys particular success with airlines. For example, the company's UK clients include Ryanair, which purchases 200 ml Mionetto bottles, as well as British Air and Jet 2, which purchase 200 ml Freixenet Prosecco.

News on Product Lines



Duty-Free and Travel Retail are both channels that require special attention and products. The brand Henkell offers within its broad portfolio range the Henkell Piccolo 5-Pack and the Henkell Cuvée Unique, which are both specialized for these channels. Henkell Cuvée Unique's quality is proven as recipient of two gold medals at Mundus Vini and the Berlin Wine Trophy, and it has been sold exclusively at Gebrüder Heinemann duty-free and

travel-retail outlets since late November 2018.

The Henkell Piccolo 5-pack is also a popular choice in Global Travel Retail, since it remains within the one-liter allowance due to its unique format and is therefore perfect for all travellers and a great gift at the same time.

Mionetto equals Prosecco and is THE best-selling international Prosecco Brand**. It was relaunched in March 2018 and since appears in an even more contemporary look with a high brand recognition. While Mionetto Prosecco DOC Treviso Brut from the Prestige Line is the worldwide hero of the portfolio, Henkell Freixenet focuses on the Avantgarde as well as the Luxury Line for GTR specifically.

Exclusively in the GTR sector, Freixenet also offers the **Freixenet Cordon Negro Gran Cuvée**. It is a very modern and refreshing Cava, which is aged between 12 and 18 months. It is crafted from a special blend of the three traditional, indigenous Penedes white varieties. Its elegant golden label draws special attention in the duty-free area just as well as its delicate notes of peach, melon and pineapple over a base of citrus.

Freixenet Sparkling Pinot Noir, a premium Italian sparkling wine made exclusively of Pinot Noir grapes, recently took first prize in the Best Wine category at the 2019 Travel Retail



Awards – the only consumer-voted awards specifically for travel retail. Its eye-catching bottle is especially attractive to younger consumers.

Following Henkell's success, Henkell Freixenet will launch **Mionetto** also in a special **5-pack in Cannes**. This unique format is ideal for travellers looking to bring along a gift, as it keeps total volume within the one-liter limit.

* Source: * IWSR, Total Sparkling 2018 (Vol)

** Source: * IWSR, Prosecco Category 2018, Criterion International Brands – Sales in 75cl Bottles

Definition International Brand: Sell in 30+ countries, which must include US, minimum 3 of the following European countries: UK, France, Germany, Spain, Italy, Sweden, Netherlands, Greece, Poland, and minimum 2 countries from any two of the following regions: APAC, Rest of Americas, CIS, Rest of World, Travel Retail

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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