

News Release

Born in Italy, shared everywhere!

Mionetto Prosecco is launching a new global image campaign

From Rome to London, Berlin, New York and Valdobbiadene – Mionetto’s new international image campaign is embarking on a fascinating journey to bring the Italian dolce vita to different iconic cities around the world from July onwards. The internationally best-selling Prosecco brand¹ has opted for a dynamic, multichannel campaign that focuses on its brand values: passion, pleasure and Italian lifestyle.



The pleasure of Prosecco with Mionetto

The new campaign with the claim “Join Mionetto. More than just a Prosecco.” that launches in July connects Mionetto Prosecco to consumers around the world. At the heart of the campaign is an innovative commercial showing two protagonists jumping from one place to the next. It starts out with the two of them leaving a formal event in Rome and stepping through a billboard poster to arrive in London on the other side, where they share a drink with friends. Another step through a poster takes them to Berlin, then on to the rooftops of New York and from there to the birthplace of Mionetto Prosecco – the vast vineyards of Valdobbiadene – where they enjoy an aperitif with a small group of friends. Wherever the two protagonists go, someone is always serving Mionetto Prosecco, the embodiment of the Italian dolce vita that lets people embrace the Italian lifestyle and enjoy precious moments with friends around the world.

¹ IWSR 2021

One of the special aspects of this campaign is that it can be flexibly adapted to the requirements of specific local markets – which means typical urban/ rooftop bar scenes can be integrated to create many different international versions. More than 70 different cuts have been created to bring the Italian lifestyle to every country. The commercial and all the various ad motifs will communicate the core content across all available channels: TV, print, digital, online video, cinema, OOH and DOOH.

“The new campaign showcases all the beautiful aspects of the Italian lifestyle and allows people to engage with the personality and history of the Mionetto brand – a universal brand deeply rooted in the Venetian region, with the power to fascinate consumers no matter what the occasion. The campaign perfectly captures our goal, which is to consolidate the identity and the values (heritage, Italian zest for life, premium quality and first class taste) of Mionetto as a synonym of Prosecco, both in the perception and in the choice of the international consumer.” – Paolo Bogoni, Chief Marketing Officer and Management Board Executive Mionetto SpA.

The campaign was developed by Vicky Gitto and Roberto Battaglia, creative directors and founders of the GittoBattaglia22 agency. Multiple-award-winning director Igor Borghi and The Big Mama film studio produced the video. The music for the commercial, which is reminiscent of Italian cinema, is by Enzo Casucci.

Follow the link to view the new spot: <https://youtu.be/R3VT-2PmDJ0>

About Mionetto

Refreshingly Italian, sensual and of outstanding quality – Mionetto is Prosecco par excellence. The fine Frizzanti and Spumanti originate in the heart of the northern Italian Prosecco growing region of Veneto. Trendy, ready-mixed, flavoured wine-based cocktails round out the assortment. Available in more than 70 countries, Mionetto is the world’s best-selling Prosecco according to IWSR, bringing Italian Prosecco enjoyment to people around the globe.

For more information visit www.mionetto.com

About Henkell Freixenet

Henkell Freixenet is the world's leading sparkling wine producer. The group includes brands such as Freixenet, Henkell, Mionetto Prosecco, Fürst von Metternich and Segura Viudas as well as the wine brands i heart WINES, Mía and the spirits Mangaroca Batida de Côco and Wodka Gorbatschow. The group markets almost all sparkling wine specialities from German Sekt to Cava from Spain, Prosecco from Italy and Champagne and Crémant from France - complemented by a diverse range of wines and spirits. The company has subsidiaries in 30 countries and exports its brands to more than 150 countries. The highest standards of quality and craftsmanship, coupled with market and brand

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expertise, have made it the market leader in numerous countries.

For more information follow www.henkell-freixenet.com

Follow the link to the new image spot: <https://www.youtube.com/watch?v=XKdCUbOrAXE>

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