



HENKELL & CO.
GRUPPE

VINEXPO
HONG KONG
2018

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Henkell & Co.-Gruppe at Vinexpo Hong Kong 2018: Top international brands, new products and a digital journey through our product array

Product innovation, internationally successful brands and specialities from the worlds of sparkling wine, wine and spirits await Vinexpo Hong Kong 2018 visitors at Henkell & Co. Global booth in FG 41 – Level 1. Since 2016, Henkell & Co. Global has bundled all the Group's export and sales activities outside Europe.

As one of the global sparkling wine market's leading suppliers, the Group unites the craft of traditional winemaking with modern production processes and contemporary marketing. The centrepiece of the invitingly and attractively designed trade fair stand, focused on the Henkell, i heart WINES and Mionetto brands, is an attention-grabbing digital shelf that invites you on a virtual journey through the Group's array of products.



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Numerous awards for Henkell & Co.: Great success at the spring tastings

The recent tastings at renowned wine competitions were crowned with great success for Henkell & Co.: the Group took home a total of 32 gold medals from the Berlin Wine Trophy Spring 2018 and MUNDUS VINI Spring 2018. These were awarded to the internationally successful brands Henkell, Mionetto, Champagne Alfred Gratien as well as Gratien & Meyer Crémant de Loire and others. i heart WINES also received the Annual Growth Brand Award from Tobacco and Sugar Weekly Magazine. Additionally, The Prosecco Masters 2018 / The Drinks Business awarded a silver medal to Mionetto Prosecco DOC Treviso Brut and to the i heart WINES Prosecco product. The international Group with its headquarters in Wiesbaden, Germany, sees this as a seal of approval for its passionate efforts and first-class quality.

You can find a list of all the gold medal winners (Berlin Wine Trophy Spring 2018 and MUNDUS VINI Spring 2018) on the last page.



HENKELL

Online Flagship Store in China

Henkell is loved in China too, as evident by the continuing success of the brand in the Chinese market. The opening of the online flagship store T-Mall (<https://henkellfizz.tmall.com/>) will make it even easier for consumers to get their favourite sparkling wine.

No Limits for the Limited Edition.

“Create your own design”

#CreateYourOwnTradition is the theme of the current Henkell campaign that makes unconventional sparkling wine enjoyment fashionable. The tongue-in-cheek violation of outdated conventions that also applies to the creation of the limited edition. The Henkell design competition of the Jovoto crowdsourcing platform challenged people to #CreateYourOwnLimitedEdition. Young, stylish, trendy, inspiring – everything that delights was eligible. The only limit was one’s own taste. The final voting took place via the brand’s website. The winning design “Make A Wish” from Ioana Zdralea and Barbu Marian will be available as Henkell Trocken Limited Edition from autumn 2018.

Henkell Piccolo – updated gift packaging

Giving Henkell as a gift is even more fun with the new sealed gift packaging in a new look. They contain one, two or even five handy screw-topped piccolo bottles. The five pack comes complete with a practical carrying handle.

Henkell – always well connected

A revitalised international online presence: with extended digital activities, Henkell is joining up its worldwide communication activities. Social media activities on Instagram and Facebook as well as blogger co-operations are part of an online offensive that will grab attention across the globe.



Outdoor advertising – widespread campaign in Australia

“Celebrate in style” – that’s the theme of the OOH campaign that drew all Australian eyes to Henkell: emotive imagery from the TV spot “Rule Breaker” earned the brand attention from January to the end of March via billboards and public transport.

Winter Games 2018 – the German House celebrated with Henkell

As a world-famous mascot of pleasure and lust for life sparkling with German quality, Henkell was official sparkling wine partner of the German House at the Winter Games in PyeongChang / South Korea. Following on from Beijing, Vancouver, London, Sochi and Rio, Henkell exclusively clinked glasses with the German medal winners for the sixth time in a row.



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I HEART WINES

Opened: i heart WINES Online Flagship Store on JD and T-Mall in China

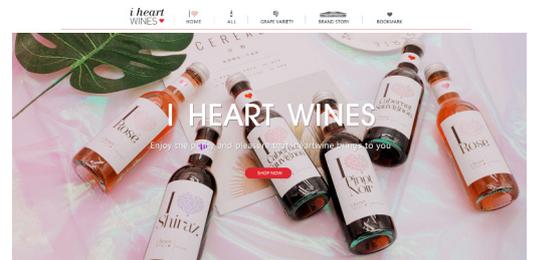
i heart WINES got off to a flying start in 23 countries worldwide. The high levels of enthusiasm among Chinese consumers is no coincidence: strong representation at trade fairs and PR work, the highlight of which is a flagship store for i heart WINES, accompanied the brand's introduction and whet the appetite for uncomplicated pleasure in China. In addition, the newly opened online flagship store at JD Shop <https://mall.jd.com/index-769837.html> invites consumers across the country to enjoy this refreshingly young wine brand.

New packaging: practical, light and quickly available

Coffee to go, take away food and more convenience in general are international trends that the millennial generation has grown up with and they expect the same where wine is concerned. i heart WINES has taken this consumer requirement on board: in future, it will chart new packaging territory with 1l PET bottles. The brand is not ruling out other alternative packaging either, such as cans which are currently very fashionable.

Now available: i heart WINES Tempranillo

The first new product in a convenient packaging variety is already available: i heart WINES Tempranillo in an indestructible 1l PET bottle, which is 90% lighter than a glass bottle of the same size and ideal for many uses such as airline catering.



BRAND STORY

ALL / GRAPE VARIETY / BRAND STORY



"i heart" 品牌诞生在充满活力的2017年。品牌创立之初，我们便以年轻人喜爱的、便捷、时尚、高品质的生活方式为出发点，在品牌创立之初，便将目光投向全球各地的年轻人市场。i heart 品牌，让年轻人更轻松。

GRAPE VARIETY

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ALL WINE

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MIONETTO

Mionetto is the epitome of Prosecco – and that applies internationally too: since 2017, the brand has been #1 Prosecco Brand Worldwide (IWSR, Prosecco Category 2017 – Sales in 75cl Bottles)

Sharpened brand identity with Orange Choice

Energy meets seduction: for Mionetto, that means Orange Choice. Radiant orange and premium black are united in an eye-catching Mionetto design. The brand identity's central element now takes centre stage even more: Mionetto Prosecco DOC Treviso Brut appears in more powerful colours and the neck labels of all other varieties are now framed in an attention grabbing orange. Additionally, the Prestige Collection is equipped with a new “two-ply” neck tie with soft contours.

The brand's whole appearance has been adapted to the hero, Orange Label: from the packaging via the POS material to merchandise, trade-fair and event publicity. Fresher, brighter, and more modern: the new design vitalises the Mionetto look and bolsters the brand's recognition value.

Strong social media presence

As before, in 2018 Mionetto's brand PR is going on the offensive: Mionetto is using brand ambassadors to acquire multipliers and ensure continuity in its reporting across all channels. This gives younger customers the chance to experience Mionetto as a brand, supported by high-reach social media activities: on Facebook, the brand delights 320,000 fans every day. Eighteen local country accounts supply Instagram followers across the globe with a steady supply of fresh Mionetto news.



www mionetto.com
 @ mionettoprosecousa
 mionettoprosecousa, mionettocanada

CHAMPAGNE ALFRED GRATIEN

Expert evaluation: outstanding in every aspect

True passion for traditional Champagne production pays for itself: the renowned French wine guide Le Guide Hachette des Vins crowned Alfred Gratien cellar master Nicolas Jaeger “winemaker of the year”. He represents the fourth generation of the wine family responsible for Champagne production at Alfred Gratien and is making his own mark on a family tradition going back many years. That has won over not only consumers but also experts: in 2017, the brand left the renowned competitions MUNDUS VINI, Berlin Wine Trophy and Asia Wine Trophy with 14 gold medals and an additional Grand Gold award. At the spring 2018 tastings of the MUNDUS VINI and Berlin Wine Trophy, a total of eight gold medals were received.



Newly opened: Alfred Gratien Shop in Epernay

Acquiring Champagne Alfred Gratien from source: on 15th March, the winery in Epernay celebrated the opening of the Alfred Gratien shop. All the brand's products are available in the new Champagne boutique. Visitors can make their own mind up about the quality of the products at regular tastings.

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Henkell & Co.-press photos



HCo_Booth.jpg



HCo_Styleframe_diverse.jpg



HCo_Styleframe_Henkell.jpg



HCo_Styleframe_i_heart_WINES.jpg



HCo_Styleframe_Mionetto.jpg



Henkell_Online-Shop_China.jpg



Henkell_CreateYourOwnTradition.jpg



Henkell_LimitedEdition.jpg



Henkell_WinterGames_1.jpg

Henkell & Co.-press photos



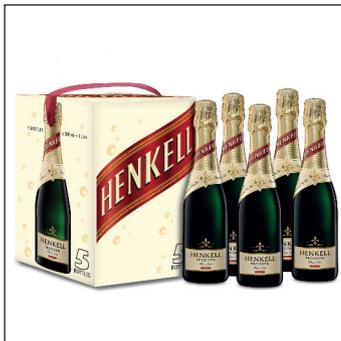
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Henkell_OOH_Campaign_1.jpg



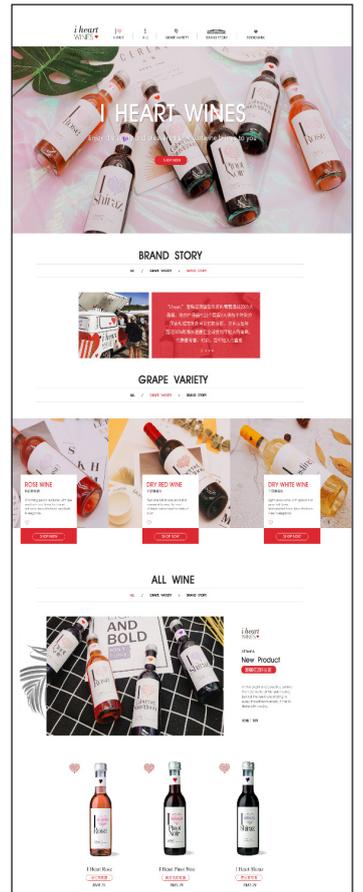
Henkell_OOH_Campaign_2.jpg



Henkell_Piccolo.jpg



IHW_Tempranillo_1I_PET.JPG



IHW_JD_Store.jpg



Mio_ProSDOCTreviso_Brut.jpg



Mio_Rose_ExtraDry.jpg

Henkell & Co.-press photos



Mio_Mood_1.jpg



Mio_Mood_2.jpg



Mio_Mood_3.jpg



CAG_NicolasJaeger.jpg



CAG_Boutique.jpg



CAG_CuveeParadis_2009

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at www.henkell-gruppe.com

About Henkell & Co.-Gruppe

Henkell & Co.-Gruppe is represented by its subsidiaries in 22 countries, exporting to more than 100 nations around the globe. It is the market leader for wine, sparkling wine, Prosecco or various categories of spirits in numerous countries. The building where Henkell was founded remains the headquarters of the Henkell & Co.-Gruppe, to which brands such as Henkell, Mionetto, Champagne Alfred Gratien, Törley Sekt, i heart WINES and Mangaroca Batida de Côco belong. Further information can be found at www.henkell-gruppe.com. For the image video of Henkell & Co., visit www.youtube.com/watch?v=dTo25XUxDsc

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The gold medal winners:

HENKELL

Henkell Trocken (Lot number 18030): Berlin Wine Trophy, GOLD

MIONETTO

Mionetto MO Prosecco DOC Treviso (Lot number 17314): Berlin Wine Trophy, GOLD

Mionetto Valdobbiadene DOCG Prosecco Superiore (Prestige Collection) (Lot number 17354): Berlin Wine Trophy, GOLD

Mionetto Cuvée Sergio 1887 Extra Dry (Luxury Collection) (Lot number 17307): Berlin Wine Trophy, GOLD

Mionetto Valdobbiadene Prosecco Superiore DOCG Extra Dry (Luxury Collection) (Lot number 17310): Berlin Wine Trophy, GOLD

CHAMPAGNE ALFRED GRATIEN

Champagne Alfred Gratien Brut (Lot number 18008): Berlin Wine Trophy, GOLD

Champagne Alfred Gratien Brut Rosé (Lot number 17247): Berlin Wine Trophy, GOLD

Champagne Alfred Gratien Brut Blanc de Blancs 2008 (Lot number 17010): Berlin Wine Trophy, GOLD / MUNDUS VINI, GOLD

Champagne Alfred Gratien Brut Millésimé 2005 (Lot number 18009): Berlin Wine Trophy, GOLD

Champagne Alfred Gratien Cuvée Paradis 2009 (Lot number 17347): Berlin Wine Trophy, GOLD / MUNDUS VINI, GOLD

Champagne Alfred Gratien Cuvée Paradis Rosé (Lot number 17347): Berlin Wine Trophy, GOLD

GRATIEN & MEYER

Gratien & Meyer Crémant de Loire Cuvée Flamme Brut (Lot number 17073): Berlin Wine Trophy, GOLD

Gratien & Meyer Crémant de Loire Diadem Blanc Brut (Lot number 17300): Berlin Wine Trophy, GOLD

Gratien & Meyer Crémant de Loire Flamme D'Or Brut (Lot number 17243): Berlin Wine Trophy, GOLD

Gratien & Meyer Crémant de Loire Diadem Rosé Brut (Lot number 17115): Berlin Wine Trophy, GOLD

FÜRST VON METTERNICH

Fürst von Metternich Riesling Brut (Lot number 18038 / HE 16801118): Berlin Wine Trophy, GOLD / MUNDUS VINI, GOLD

GOLD / MUNDUS VINI, GOLD

Fürst von Metternich Riesling Extra Trocken (Lot number 18010): Berlin Wine Trophy, GOLD

Fürst von Metternich Riesling Trocken (Lot number 18009): Berlin Wine Trophy, GOLD

Fürst von Metternich Rosé (Lot number 18002): Berlin Wine Trophy, GOLD

MENGER-KRUG

Menger-Krug Chardonnay Brut (Lot number 18030): Berlin Wine Trophy, GOLD

Menger-Krug Riesling Brut (Lot number 17335): Berlin Wine Trophy, GOLD

Menger-Krug Rosé Brut (Lot number 17333): Berlin Wine Trophy, GOLD

Menger-Krug Cuvée Imperial (Lot number 17271): Berlin Wine Trophy, GOLD

CAVAS HILL

Cavas Hill Cuvée 1887 Rosé (Lot number 17249): Berlin Wine Trophy, GOLD

HUBERT

Hubert Cabernet Sauvignon Blanc de Noir (Lot number 177901264): MUNDUS VINI, GOLD

Hubert Johann E. Hubert Extra Dry (Lot number 16023): MUNDUS VINI, GOLD

TÖRLEY

Törley Excellence Sárga Muskotály Doux (Lot number 7325), MUNDUS VINI, GOLD

BOHEMIA

Bohemia Sekt Prestige Brut 2015 (Lot number 16024E): MUNDUS VINI, GOLD

Bohemia Sekt Prestige Brut 2014 (Lot number 15025L): MUNDUS VINI, GOLD