

TFWA 2019

CELEBRATE
LIFE!

www Henkell-Freixenet.com

 @HenkellFreixenet

 @HenkellFreixenet

 Henkell Freixenet

HENKELL X FREIXENET

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 world-wide sparkling wine consumption by country. Thus Henkell Freixenet, being a major player in GTR with a



market share of 28,2 %, 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.

* Source: IWSR, Total Sparkling 2018 (Vol)

** Source: IWSR, Total Sparkling excl. Champagne, 2018 Duty-Free, Mkt. Share by Volume

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 D.O.C.G. 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. With its specialized portfolio Henkell Freixenet can consistently also inspire new customers. 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.



One year of successful partnership and unique product diversity

After the merger in August 2018, Henkell Freixenet, the world's leading producer of sparkling wines, looks back on a successful first year. Celebrating life with Henkell Freixenet – that is the focus of the profitable German-Spanish alliance: under the motto „Celebrate Life“, the company combines an extensive portfolio of globally successful Sekt, Cava, Champagne, Prosecco, Crémant brands as well as an attractive range of wines and spirits. Henkell Freixenet's brands underscore the global trend towards premiumisation.



X for successfully growing together

Since 1 January 2019, the company has been operating under the name Henkell Freixenet, underlining their growing together with a common logo. The curved „X“ connects the two strong companies visually to an even stronger whole and runs through all communication measures.

A partnership for mutual success

The alliance is paying off: Henkell Freixenet looks back on the growth of both companies in the past fiscal year 2018. Sales of the Henkell & Co. Group displayed a considerable growth of +9.3 %, taking it to €575.6m. Grupo Freixenet grew by 4.6 % to €248.1m between the merger in August 2018 and December. In Western Europe, growth was even double-digit. Many of the international core brands benefited from the new community and also showed a positive development.



Dr. Andreas Brokemper, CEO of Henkell Freixenet, emphasizes: „Together we are growing in large steps into a globally established business. We have set ourselves the goal of selling every tenth glass of sparkling wine worldwide by 2025. Henkell Freixenet is making good progress towards achieving this target“.

Global Travel Retail: ICON BRANDS

Freixenet/Henkell/Mionetto

About Freixenet

Freixenet is the leading international sparkling wine brand with strong market positions and sales in more than 140 countries. Six bottles of Freixenet wine are opened somewhere in the world every second. Though Freixenet is involved in the production of high quality still and sparkling wines in prominent winemaking regions around the world, including Australia, Argentina, Mexico, USA, France and Spain, it is still the production of Cava which lies at the core of the company. This also shows in numbers: The successful family owned business exports 80 % of all Cava in Spain.

Freixenet Prosecco D.O.C.G.

Freixenet Prosecco D.O.C.G. is love at first sip - with Italian temperament and affectionate hints of citrus and green apple. It is made from blends of Glera, Chardonnay and Pinot Grigio grapes from the exclusive and limited region of Conegliano Valdobbiadene. Its luxurious golden bottle with the attention-grabbing purple label makes for an ideal gift and perfectly embodies the quality of this fine Prosecco D.O.C.G.



Italian Pinot Noir Sparkling

The Italian Pinot Noir Sparkling has taken first prize in the Best Wine category this year in the 2019 Travel Retail awards – the only consumer-voted awards specifically for travel retail. The sparkling wine is made using exclusively Pinot Noir grapes, which accounts for the attractive rosé colour of the high-quality sparkling wine. Its eye-catching bottle is especially attractive to younger consumers.



Cordón Negro Gran Cuvée

The Freixenet Cordón Negro Gran Cuvée, a travel retail exclusive product, is a very modern and refreshing Cava, which is crafted from a special blend of the three traditional, indigenous Penedes white varieties. Its elegant golden label will draw special attention in the duty-free area just as well as its delicate notes of peach, melon and pineapple over a base of citrus all beautifully balanced by light toasty aromas from bottle maturation. The fruity character of this Cava is derived in great part from the low fermentation temperatures, between 14 and 16°C, which allow a great percentage of the natural grape aromas to be retained in the finished wine. Three dosage levels are made: Brut, Dry and Medium Dry. Freixenet Cordón Negro Gran Cuvée from the D.O. region is aged between 12 and 18 months.



Henkell

About Henkell

Henkell uniquely combines the French art of the cuvée with German craftsmanship and, as Germany's most exported brand of sparkling wine, 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, with a leading market position in Canada and Australia.

Henkell Cuvée Unique

Henkell Cuvée Unique is an unmistakable composition of Kerner, Pinot Gris and Pinot Blanc grapes, gently bottle-fermented for a minimum of twelve months. Besides its high quality and taste, Henkell Cuvée Unique also convinces with its elegant bottle in crème with golden details. The iconic Henkell sleeve catches the eye and guarantees highest standards in taste. These standards are proven by being awarded two gold medals at Mundus Vini and the Berlin Wine Trophy at the Spring Tasting 2019. Henkell Cuvée Unique is available exclusively through Gebrüder Heinemann duty-free and travel-retail outlets.



Henkell 5-pack

As inventor of the Piccolo bottle, Henkell will also be presenting the Henkell 5-pack, a unique format that is perfect for all travellers, as it remains within the one-litre allowance and is an ideal gift. Its new packaging makes it stand out on the shelves.

The name Piccolo, familiar to everyone as a 200 ml small sparkling wine bottle, has been a Henkell trademark since 1935. And although Piccolo soon became the category name for this small bottle size, the only true Piccolo is made by Henkell.



Henkell Piccolo On Tour

To make the Piccolo even more popular and to celebrate its popularity all over the world, Henkell is sending its “little one” on a sparkling journey around the globe in its first international campaign. The small format makes it ideal to travel with. It fits into every bag and stands for uncomplicated indulgence wherever you are. Therefore, „Piccolo On Tour“ is currently taking place in numerous countries worldwide. Henkell fans across the world are encouraged to take a photo of their favourite drink wherever life comes into contact with Henkell Piccolo and post it on social media with the hashtag #PiccoloOnTour.

This will be supplemented by country-specific promotional activities that can range from marketing tools via PR to social media and high-reach influencer coops. While the „Piccolo On Tour“ campaign in Germany and Montenegro ended in August, the contest is still running in Canada and will start in Australia in December to celebrate „Piccolo On Tour in the respective country with the only true Piccolo.



Mionetto

About Mionetto

The small family-run winery, established by Francesco Mionetto more than 130 years ago in Valdobbiadene, has become a successful international enterprise. A leading brand of premium Frizzante and Spumante, Mionetto is enjoyed by people all over the world and is THE best-selling international Prosecco Brand*, exported globally to more than 70 countries. It is also a leading brand in the United States. Committed to the winemaking tradition of the Veneto region of Italy and with a keen sensibility for the zeitgeist - that is Mondo Mionetto. The globally successful business creates products that inspire lovers of exquisite premium Spumanti and modern trendsetters alike. „Design del Gusto“ is the brand slogan, reflecting how Mionetto combines first-class taste with best quality and authentic origin to produce that feeling of the Italian way of life.

Mionetto Avantgarde Prosecco DOC Extra Dry

No special occasion is required to enjoy the extra dry yet soft taste of Mionetto Prosecco DOC. Delicate light yellow in colour, this extraordinary extra dry Spumante boasts an elegant mousse, pleasant acidity and a boldly fruity and floral bouquet of apricots, honey and acacia. This premium Prosecco makes a first-class impression as an aperitif, as well as a very special gift. With its classic black bottle and the orange highlights, Mionetto Avantgarde Prosecco DOC Extra Dry certainly is an eyecatcher in Global Travel Retail.



* 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

Mionetto Luxury Valdobbiadene DOCG

This elegant Spumante from the heart of the classified DOCG Prosecco region is characterised by unmistakable notes of green apple, acacia blossom and wisteria, perfectly balanced acidity and fine perlage. It rightly bears the name 'Superiore' and also mirrors this fact in its luxurious, all-black bottle that is set off by a relief edging. The golden sleeve and classic white font perfectly convey the premium quality of this Prosecco. Whether as aperitif or an eminently stylish accompaniment to lobster and seafood, Mionetto Luxury Valdobbiadene DOCG is a great gift and certainly draws attention.



Premium Portfolio

Schloss Johannisberg

Schloss Johannisberg Yellow Seal and Silver Seal: Johannisberg is the nucleus of a great wine culture that stretches far beyond the borders of Germany's historic Rheingau region and the oldest Riesling wine estate in the world. For nearly 300 years, Riesling has been the only varietal



cultivated in the vineyard. Schloss Johannisberg's soil and grapes, together with its favourable climatic conditions and long viticultural tradition, bring forth wines that reflect the inimitable character of their origin. Yellow Seal is sourced entirely from a single vineyard at Schloss Johannisberg, impressing with fruity aromas of ripe citrus fruits, white and yellow stone fruit and green apples. The Silver Seal is Schloss Johannisberg's most prestigious wine. Fermented in wooden barrels, it is characterised by aromas of stone fruits. With an intense and refreshing acidity, the silver finish lingers on the palate and in the memory for a long time.

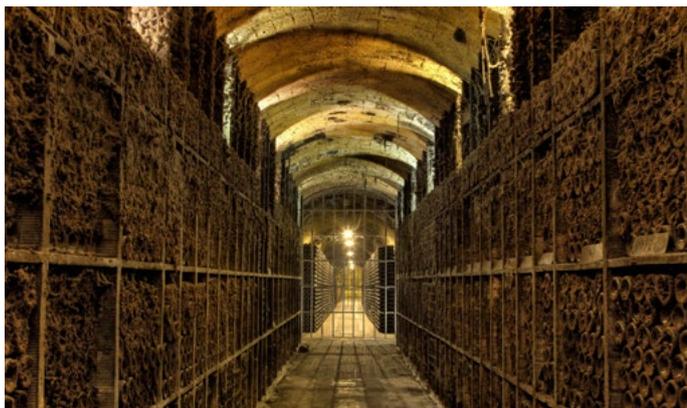
Schloss Gin

The renowned Rheingau domain of Schloss Johannisberg, which is known for its Johannisberg wines that are loved worldwide, has created Schloss Gin, a crafted masterpiece that lends quite a special touch to mixed drinks. With 44% alcohol content, Schloss Gin is a fine London Dry-style Gin made exclusively through re-distillation of botanicals. Its fruity notes derive from sun-ripened bitter oranges from the gardens of Johannisberg Palace. In 2018 Schloss Gin was named "Germany's Best Gin" by the gourmet magazine "Der Feinschmecker online".



Segura Viudas

Just outside Barcelona, in the heart of the Cava producing region of Spain, there is a winery dating back to the 11th century, the Segura Viudas. The winemakers there are craftsmen - passionate and committed to creating high-quality Cavas, that are all made in the winery's own unique and special way. Their grapes are handpicked, their yeast is all home-made and they allow their wines to spend a little longer ageing to shape the master pieces they craft. Segura Viudas wine is one of those rare treasures you want to share with those closest to you.



Just outside Barcelona, in the heart of the Cava producing region of Spain, there is a winery dating back to the 11th century, the Segura Viudas. The winemakers there are craftsmen - passionate and committed to creating high-quality Cavas, that are all made in the winery's own unique and special way. Their grapes are handpicked, their yeast is all home-made and they allow their wines to spend a little longer ageing to shape the master pieces they craft. Segura Viudas wine is one of those rare treasures you want to share with those closest to you.

Reserva Heredad

Reserva Heredad was created with the objective of offering an elegant, versatile Cava in the world of the top sparkling wines. Only the very best wines are selected from every vintage and they age in bottle, in contact with the lees, for more than 24 months. Only then will the winery expert perfect every bottle with a last shake of the hand, the so called "poignettage". This intensifies the contact of the lees with the wine and therefore creates a more complex bouquet. The Reserva Heredad is straw yellow in color with aromas of honey, fruit and flower petals as well as touches of biscuit or bread. The bottle has a unique shape, which is detailed with hand-made tin applications. The premium quality and exclusivity of this Cava is therefore not only obvious in terms of taste but also in terms of visual appearance - a characteristic that makes the Reserva Heredad perfect for the Global Travel Retail Sector.



Henkell Freixenet-press photos



TFWA Henkell Freixenet Exhibition Booth



Henkell Freixenet Headquarters Wiesbaden Germany



Freixenet Headquarters Spain



Henkell Freixenet GTR Icon Brands



Freixenet Pinot Noir Sparkling



Freixenet Pinot Noir Sparkling Image

Henkell Freixenet-press photos



Freixenet Prosecco
D.O.C.G.



Freixenet Prosecco
D.O.C.G. Image



Freixenet Cordon Negro
Gran Cuvée



Henkell Cuvée Unique 750 ml



Henkell Cuvée Unique Image



Henkell Freixenet Piccolo
5-pack



Henkell Piccolo On Tour Motif 1



Henkell Piccolo On Tour Motif 2

Henkell Freixenet-press photos



Mionetto Avantgarde
Prosecco DOC Extra Dry



Mionetto Image



Mionetto Luxury
Valdobbiadene DOCG



Valdobbiadene

Henkell Freixenet-press photos



Schloss Johannisberg
Schloss Gin



Schloss Johannisberg
Schloss Gin 1



Schloss Johannisberg
Schloss Gin 2



Schloss Pink-Gin-Fizz

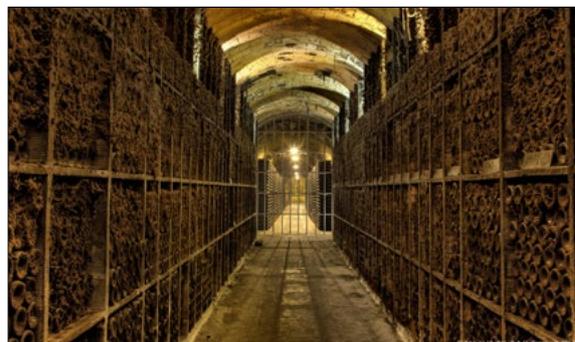


Schloss Johannisberg

Henkell Freixenet-press photos



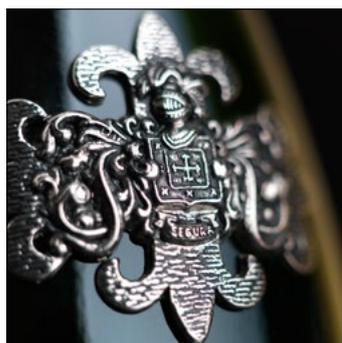
Segura Viudas
Reserva Heredad



Segura Viudas Cellar



Segura Viudas
Reserva Heredad 1



Segura Viudas
Reserva Heredad 2



Segura Viudas
Reserva Heredad 3



Henkell Freixenet Logo

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, Freixenet Mederaño, 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

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

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