

ProWein 2023

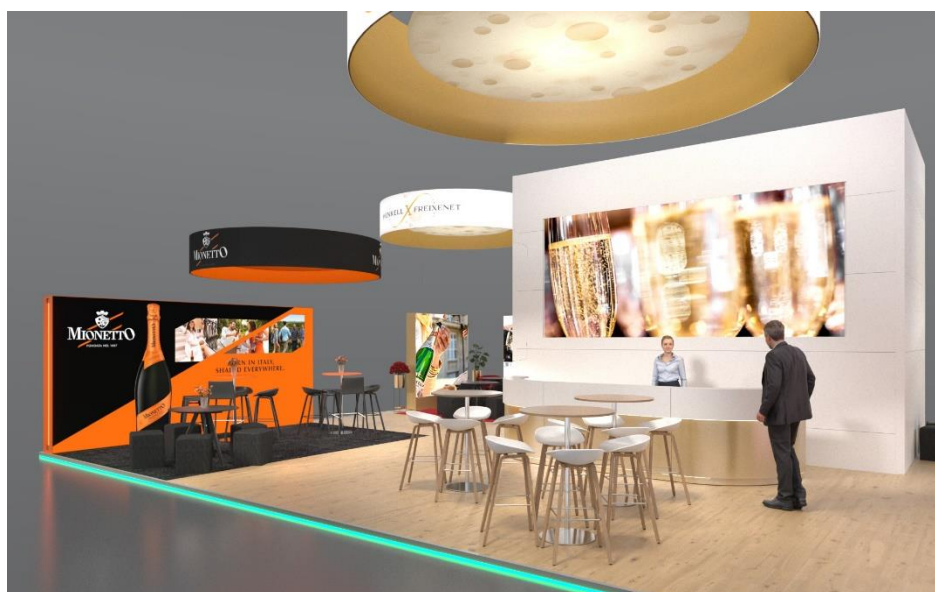
CELEBRATE
LIFE!

Henkell Freixenet at ProWein 2023

Celebrating Life with *Henkell Freixenet* is the theme for the ProWein trade fair appearance. The international company will be showing its unmatched product variety in hall 4, booth E10 on a 165 sqm booth.

The world's leading producer of sparkling wines presents its extensive portfolio of globally successful Cava, Sparkling Wine, Prosecco, Crémant and Champagne Brands and popular range of wine and spirits.

In addition to the main booth in hall 4, the brands *Freixenet*, *Mionetto* and *Fürst von Metternich* will be represented with touchpoint booths each in hall 11 / A78 (*Freixenet*), hall 16 / F26 (*Mionetto*) and in hall 1 / A42 (*Fürst von Metternich*). These brand touchpoints set an individual focus on the brands in the respective halls.



Glittering results for Henkell Freixenet

The participation in the spring tastings of the prestigious competition MUNDUS VINI and Berlin Wine Trophy ended with brilliant results:

Highlights of the awards include *Alfred Gratien Rosé Brut* as "Best of Show Champagne Rosé", which additionally received Grand Gold just like *Alfred Gratien Cuvée Paradis 2013*.

Fürst von Metternich Riesling Brut was also awarded a gold medal. In addition, the sparkling wine received the award "Best of Show Germany Sparkling Wine in retail markets".

Moreover, *Fürst von Metternich Riesling Extra Dry*, *Fürst von Metternich Spätburgunder Rosé Trocken*, *Alfred Gratien Brut*, *Alfred Gratien Millésimé 2009*, *Gratien & Meyer Crémant de Loire Diadem* and *Mionetto Luxury Collection Cartizze DOCG Dry* are awarded with a gold medal.

Gold was also awarded to the alcohol-free products *Henkell Alkoholfrei Rosé* and *Freixenet 0.0% Low Calorie White Blend*.

The world's leading sparkling wine producer sees the recent awards as proof of the company's uncompromising dedication to crafting products of unsurpassed quality.



Henkell



Henkell represents a world full of elegance and sophisticated sparkling wine enjoyment. As Germany's most exported Sekt brand, Henkell accompanies moments full of joie de vivre in more than 100 countries worldwide. The elegant design, sparkling dry taste and continuous product awards underline the brand's high quality standard. As the inventor of the Piccolo bottle, Henkell's broad portfolio is complemented by this expertise. The Henkell brand and its products have inspired sparkling wine consumers globally for more than 160 years. A timelessly elegant sparkling wine for festive occasions, Henkell is an ambassador of refined living and an ideal companion during life's most wonderful moments.

Henkell presents a sparkling design relaunch

Henkell will be even more unique and memorable from June 2023: The brand will receive a completely new design and create increased value with high-quality embossing and finishing. The Henkell lily will also shine in a new look: it will feature a more independent and iconic design and thus become an unmistakable trademark. The relaunch is accompanied by strong package of measures as part of a 360-degree campaign: social media and PR activities, PoS promotions, events, and cooperations create a holistic brand experience that is rolled out internationally.



Freixenet



Freixenet is the world's leading Cava brand with roots going back to more than 150 years. Today, Cordon Negro and Carta Nevada are iconic Freixenet products leading the brand and selling Cavas in 140 countries worldwide. With the spirit of innovation, Freixenet is constantly driven to discover new trends and offer consumers products that exactly meet their needs. Latest innovations include Freixenet Prosecco, Italian Still Wines as well as Spanish Still Wines – once again it is clear that Freixenet no longer just represents Cava and has evolved to a true Masterbrand that completes the Mediterranean lifestyle.



Following the successful worldwide launch of the Winter Edition, *Freixenet's* summer limited edition will be available from May 2023. The modern, high-quality design exudes pure summer feeling and Spanish lifestyle. The Limited Edition will be available on the German market among others.



Additionally, *Freixenet* just launched a new “fashion accessory” – the Flury Coats. They are perfect to activate and to create buzz around the brand with Influencers, journalists and trend-setters. The coats are a real eye-catcher and create an ultimate WOW-effect.



Feel Free - Conscious enjoyment with Freixenet Alcohol Free

Alcohol-free and calorie-reduced: Those who value conscious enjoyment reach for the alcohol-free products from *Freixenet*. The 0.0% products in the Sparkling Range convince with aromas of tropical and citrus fruits. *Freixenet* 0.0% Low in Calories White and Rosé are ideal for those who maintain a health-conscious lifestyle or are explicitly looking for 0.0% products. And that's not all: the 0,0% range is extended by a 0,0% Still Wine portfolio including a *Freixenet* 0,0% White, Rosé and Red. To accompany the launch of 0,0% range, The Feel Free campaign by *Freixenet* combines key visuals, social media images and also signature cocktails to explore the world of *Freixenet* Alcohol Free.



Feel Free
ALCOHOL FREE - LOW CALORIE

Freixenet
CELEBRATE LA VIDA!

Mionetto



“La dolce vita e passione” – In 1887, master winemaker Francesco Mionetto opens the winery in Valdobbiadene, in the heart of the Prosecco region, just north of Venice. His love and passion for the region and its wines are still to this day a fundamental value for this unique winery. Mionetto has become a flagship for the area and a shining example of Prosecco production on the international scene. Mionetto’s DNA is an integration of heritage, premium quality, taste and style, where everything comes together as a single, unique emotion. Today, Mionetto is the #1 international Prosecco brand in the world (IWSR, 2021).

The Orange Soul – Mionetto Prestige Line with stronger orange appearance

Mionetto’s brand-typical orange colour is not only found on the classic Mionetto Prosecco D.O.C. Treviso Brut Prestige, but from now on also on the slanted front label of the Mionetto Prosecco Rosé D.O.C., the Mionetto Prosecco D.O.C. Treviso Extra Dry, and the Mionetto Prosecco D.O.C. Vino Biologico Extra Dry. The Mionetto Orange thus enables even greater recognition of Mionetto products on the shelf.



HENKELL X FREIXENET

New visitor center brings Mionetto to life

Experience *Mionetto* with all your senses: The new visitor center at the historic headquarters in the heart of Valdobbiadene conveys the contemporary spirit of the brand. A wine bar, a tasting bar and a conference room as well as a terrace with a Venetian look makes it possible to experience the sparkling Prosecco.



Handcrafted woodwork, chalk plaster and the use of stones from the region are reminiscent of the traditional surfaces that were once used in the region. This experience continues to the new winery and production facility 15 meters below ground.

Fürst von Metternich



Fürst von Metternich has shaped the premium sparkling wine segment like no other brand with its superior quality and its image, making it a star of the German Sekt scene. The wine specialist is renowned for exquisite, varietally pure sparkling wine experiences of premium quality. Three grape varieties – Riesling, Pinot Noir and Chardonnay – dominate the brand portfolio, and the winery is assiduous in ensuring that the typical characteristics of the different varieties are consistently retained.

Just New: Wine of princely origin

The quality of a sparkling wine is determined by the wine it is made from: *Fürst von Metternich* is once again living up to this credo by launching two German quality wines in the premium segment. From March, a Riesling from the Rheingau and a Pinot Noir Rosé from Rheinhessen will provide special moments of enjoyment. In addition to tasting campaigns at the POS, the launch will be accompanied by media-rich brand communication on TV, online, print ads, and press events.



The wine with a big heart - I heart presents brand relaunch

Enjoying life, celebrating love and seeing the lighter side to things - that's what i heart WINES are all about: a trendy wine assortment with a unique brand concept now popular on four continents among those who follow their gut feeling, taste and heart.



„The wine with a big heart!“ *i heart* presents a new, fresh look: *i heart* has been on the market for more than 11 years and growing exponentially in over 37 countries.

The revised logo in a modern design ensures high recognition on the shelf. The eye-catching colors of the capsule and on the label make it easy to distinguish between the individual varieties. Clear, concise descriptions facilitate the purchase decision. The playful yet self-confident design reflects the brand concept, which has won several awards for its innovative strength.



Wodka Gorbatschow



Smooth, clear and pure – those are the three essential attributes that characterise Wodka Gorbatschow. Characteristics that vodka connoisseurs have valued for decades. Wodka Gorbatschow has been a continuous success story ever since its launch in Berlin way back in 1921, and now is both the definite market leader and one of the best-performing spirits brands in Germany.

Ice cold relaunch

Even more attractive and modern: From September, Wodka Gorbatschow will be presented in a brand-new design. For even more purity and clarity, Germany's best-selling spirit will be much more firmly anchored in the world of ice: the ice structure at the top of the bottle and the integration of the mountains at the edge of the label are once again reminiscent of the icy Arctic polar world, thus providing additional buying impetus.

Global premium trend

Since years, the global sparkling wine market is undergoing a premiumization. As the leading producer of sparkling wines, Henkell Freixenet always strives for improving its brands premium positioning.

Champagne Alfred Gratien – A gem house refreshing itself



In 1864, Alfred Gratien made his life's dream come true when he founded a winery in Épernay, in the heart of Champagne country, in whose vaults the finest Champagnes would mature. The

entrepreneur and wine connoisseur realised his vision so successfully that the Alfred Gratien brand continues to be prized as one the best Champagnes produced in France today. Since 2022, Champagne Alfred Gratien is also among the "World's Most Admired Champagne Brands 2022" and ranks 21st worldwide - 300 experts of the international trade



magazine DRINKS International initiated the survey for the ninth time.



Since January 2023, the product range has had a new design: the label features a revised, lighter coat of arms with an even higher-quality look. The striking lettering is more modern and contemporary. In addition to the monogram in the coat of arms, *Alfred Gratien's* signature has been added to the lower part of the label, further underlining the authenticity of the brand. The revised *Alfred Gratien's* initials can also be found on the colourfully revised and now lighter capsule.

Gratien & Meyer

The category Crémant is showing strong growth rates nationally in France as well as in international markets. The *Gratien & Meyer* sparkling wine cellar was founded in Saumur in 1864. It is one of the oldest wineries in France and produces high-quality sparkling wines. The best quality is guaranteed by hand-picked grapes, which are processed into excellent sparkling wine with the know-how of the cellar masters. From bottling to packaging of the wine, including the fermentation process in the cellars, all production steps are carried out at the Saumur site in the hills.



Segura Viudas – Respect the Roots

The origins of *Segura Viudas* date back to 600-300 BC. The prestigious winery values its origins and the exceptional quality of its vineyards. Located in the northern part of the Penedès, Segura Viudas combines an almost millennial tradition with the highest modernity. The winery emphasizes craftsmanship and authenticity and stands out for innovation and sustainability. *Segura Viudas* has already been awarded the "Wineries for Climate Protection Certificate" three times in a row. Only wineries that meet certain criteria in terms of sustainability receive this award, which was created by the Spanish Wine Federation "Federación Española del Vino" and is the only seal in the wine sector in terms of environmental sustainability.

Henkell Freixenet digital experience

Digital Platform: „Always On“

Brand and product information as well as image and video material: The digital platform "Always On" provides essential documents and assets relating to the *Henkell Freixenet* portfolio. After a one-time registration, mood images, clippings, logos, and oenological indicators can be downloaded. Link to the platform: <https://always-on.henkell-freixenet.com/>

360° winery tour makes Henkell Freixenet virtually accessible

Exciting insights into the impressive marble hall, the Adam cellar located 15 meters underground with 200,000-liter barrels, as well as a tour of the sparkling wine factory and the large assortment of the stationary store: The virtual tour of the cellar provides lasting insights into the headquarters in Wiesbaden. Click [here](#) to go directly to the tour.



About Henkell Freixenet

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine supplier and has a unique brand portfolio for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group as well as I heart Wines, Mangaroca Batida de Côco and a portfolio of multiple award-winning wineries and brands. The highest standards of quality and craftsmanship spur the Henkell Freixenet team on just as much as the vision of standing for every tenth glass of sparkling wine worldwide in the medium term.

Further information at www.henkell-freixenet.com

The gold medal winners

HENKELL FREIXENET

Best sparkling wine producer: MUNDUS VINI

FREIXENET

Freixenet Carta Nevada Medium Dry (batch number 235601): BERLIN WINE TROPHY, GOLD

Freixenet Cordon Negro Brut (batch number 235601): BERLIN WINE TROPHY, GOLD

Freixenet Alcohol Free 0,0% Low Calorie White Blend (batch number 23 025): MUNDUS VINI, GOLD

FÜRST VON METTERNICH

Fürst von Metternich Riesling Brut (batch number 22 329): MUNDUS VINI, GOLD, BEST OF SHOW Germany Sparkling Wine in retail markets

Fürst von Metternich Riesling Extra Dry (batch number 22 326): MUNDUS VINI, GOLD

Fürst von Metternich Spätburgunder Rosé trocken (batch number 22 325): MUNDUS VINI, GOLD; BERLIN WINE TROPHY, GOLD

Fürst von Metternich Riesling trocken (batch number 22 334): BERLIN WINE TROPHY, GOLD

Fürst von Metternich Chardonnay trocken (batch number 22 334): BERLIN WINE TROPHY, GOLD

MIONETTO

Mionetto Luxury Collection Cartizze DOCG Dry (batch number 422258): MUNDUS VINI, GOLD; BERLIN WINE TROPHY, GOLD

Mionetto Luxury Collection DOCG Rosé 2021 (batch number 422304): BERLIN WINE TROPHY, GOLD

HENKELL

Henkell Alkoholfrei Rosé (batch number 22 204): MUNDUS VINI, GOLD

ADAM HENKELL

Adam Henkell Chardonnay (batch number 22 329): BERLIN WINE TROPHY, GOLD

MENGER-KRUG

Menger-Krug Chardonnay Brut (batch number 23 040): BERLIN WINE TROPHY, GOLD

CHAMPAGNE ALFRED GRATIEN

Alfred Gratien Brut (batch number 22 333): MUNDUS VINI, GOLD; BERLIN WINE TROPHY, GOLD

Alfred Gratien Rosé Brut (batch number 22 333): MUNDUS VINI, GRAND GOLD, Best of Show Champagne Rosé; BERLIN WINE TROPHY, GOLD

Alfred Gratien Millésimé 2009 (batch number 21 151): MUNDUS VINI, GOLD, BERLIN WINE TROPHY, GOLD

Alfred Gratien Cuvée Paradis 2013 (batch number 21 246): MUNDUS VINI, GRAND GOLD; BERLIN WINE TROPHY, GOLD

GRATIEN & MEYER

Gratien & Meyer Crémant de Loire Cuvée Diadem (batch number 22 319): MUNDUS VINI, GOLD; BERLIN WINE TROPHY, GOLD

Gratien & Meyer Crémant de Loire Cuvée Rosé Diadem (batch number 22 322): BERLIN WINE TROPHY, GOLD

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