

## Henkell Freixenet at TRMarketPlace

### Showcasing the GTR portfolio in a digital way

Henkell Freixenet, the world's leading sparkling wine producer, will be taking part in the digital GTR fair of TRMarketPlace. The digital brand hub of Henkell Freixenet is equipped with an exclusive portfolio adapted perfectly to the needs of travel retail and duty free, looking forward to great exchange and a digital way of Celebrate Life.

TRMarketPlace offers a great digital solution in order to give the industry a possibility for exchange, especially in the current times where physical fairs such as TFWA Cannes are not possible. Henkell Freixenet is excited to use the well-structured tool of TRMarketplace to promote the portfolio to existing but also potential customers. Covid-19 had a huge impact overall and we are keen on helping to drive the recovery of the GTR sector together with all industry parties.



Christian Witte, Area Manager GTR is excited to meet you at <https://platform.travelretailmarketplace.com/exhibitor/henkell-freixenet> and talk about Henkell Freixenet's GTR portfolio.

### Exclusive portfolio for Travel Retail

Delegates will be able to enjoy digital a range of carefully selected sparkling wines, wine and spirits from the broad Henkell Freixenet portfolio.

#### Mionetto Prosecco Rosé DOC Millesimato

As the production rules of Consortium Prosecco DOC notably change to meet the increasingly global trend of rosé drinking, Prosecco Rosé DOC Millesimato by Mionetto comes true. Prosecco Rosé DOC is a high added-value product that originates from two grape varieties coming together: Glera and Pinot Noir, vinified as red wine. A sparkling wine that combines Prosecco DOC freshness with elegant aromas intensified by the long yeast fining that takes place for 60 days in autoclave. The result is a premium and high quality product featuring a delicate yet modern character. This winning combination allows Prosecco Rosé DOC Millesimato to interpret the trendiest side of Mionetto style, and make it highly appreciated by female customers who show a great appreciation of "rosé" drinking. Moreover, it is 'vegan friendly' as guaranteed by V-Label, an internationally recognized registered symbol that is a reliable and safe guide to identify and approve products containing no animal-derived ingredient.



### **Freixenet Prosecco DOCG**

Freixenet Prosecco DOCG is a Prosecco launched by the company to pick up on the trend towards premiumization and to satisfy the desire of the consumer to add some luxury to their lives. The outstanding bottle design combined with a great taste of the Prosecco itself, convince consumers worldwide. With 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.



The product has been short listed as a **finalist in this year's consumer-voted Travel Retail Awards**.



### **Henkell Cuvée Unique**

Henkell Cuvée Unique is a unique sparkling wine launched by the company to consistently inspire new customers with the highest quality and taste, bottled in a compelling packaging and an appropriate design. Henkell Cuvée Unique is an unmistakable composition of Kerner, Pinot Gris and Pinot Blanc grapes, gently bottle-fermented for a minimum of twelve months.

Also Henkell Cuvée Unique was recognized as a **finalist in this year's Travel Retail Awards and the final winner will be awarded end of September**. We hope to continue the success of last year's competition when Freixenet Prosecco was awarded as the winner of the Travel Retail Award.

### **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](http://www.henkell-freixenet.com). Watch the Henkell Freixenet image video at: [www.youtube.com/watch?v=HVc8IH9id4Y&has\\_verified=1](http://www.youtube.com/watch?v=HVc8IH9id4Y&has_verified=1)

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