

Henkell Freixenet at TFWA Cannes 2021

Henkell Freixenet showcases key GTR product portfolio at Cannes, focus on growth drivers

Henkell Freixenet returns to the TFWA World Exhibition to showcase its top performing sparkling wine, wine and spirits category brands for the travel retail market. The global sparkling wine leader plans to highlight growth potential for the GTR sector from across its brand portfolio: Mionetto, Freixenet, Henkell and Segura Viudas.

“We are delighted to be back exhibiting again in Cannes. While we know it won’t be as busy as usual, we wanted to show our support to the industry by returning to the TFWA World Exhibition as soon as possible,” says Sandra Janetzki, Senior Vice President at Henkell Freixenet Global Export.

Mionetto Prosecco Rosé

Mionetto stands out for its modern, stylish and Italian approach, keeping up with the new and significant market trends thanks also to the strength of its roots and a close link with tradition.

Precisely this attitude towards change and challenges has meant that the new Mionetto Prosecco Rose DOC Prestige Collection was created, a sparkling wine, which is perfect as an aperitif, delicious throughout any meal and ideal for all drinking, occasions to be spent in pleasant joy.



Additionally, Mionetto won a gold award and was named “Best of Show Prosecco Rosé in retail markets” for Prosecco Rosé at MundusVini Summer tasting 2021.

Henkell Freixenet plans to develop Mionetto’s premium positioning in the travel retail market across the Prestige Collection: Prosecco of the DOC area of Treviso in its Extra Dry and Brut versions as well as the organic variant and the new Prosecco Rosé DOC, which has notes of grapefruit and red berries. Launched in November 2020, the new Prosecco Rosé is a blend of Glera and Pinot Noir, in accordance with the production regulations surrounding Italy’s newly accredited pink fizz.

Segura Viudas Relaunch - #Respecttheroots

With its eyes fixed firmly on its origins and the concepts of craftsmanship and authenticity, Segura Viudas, Henkell Freixenet's premium cava house with a history of more than 800 years, entered a new phase, which is characterised by innovation and sustainability.

Under the strap-line "Respect the roots", the new positioning underlines the value of the Penedes based bodegas origins and highlights the exceptional quality of its vineyards and the grapes with which it creates its products. The nonconformist and creative character of the brand seeks to attract selective and curious consumers, who appreciate the high quality of Cava's.



The new positioning will help to strengthen the brand firmly in the premium and organic wine category featuring both the Brut Reserva cava – known for its elegant dry serve derived from white fruits that lingers on the palette and is a perfect accompaniment to soft mild cheese and seafood; and the Brut Rosé – known for its soft finish derived from berry fruits and a light acidity that is an ideal summer drink well suited to sweet dishes such as figs and crema catalana or even as a celebratory sip on its own. The flagship of the brand is the Segura Viudas Heredad in its iconic bottle. The Reserva Heredad offers an elegant and versatile Cava that is aged in the bottle for more than 24 months.

Christian Witte, Key Account GTR, adds this year at Cannes will be an opportunity for Henkell Freixenet to showcase its extended sustainability offer: "we now have a wide range of organic and vegan certified sparkling wines from across different global brands and product categories," he says.

Trend topics: Minis, RTDs and alcohol-free categories show growth

Henkell Freixenet is seeing sustained growth from its wide range of sparkling wines in small and special formats, such as 200ml, 3x200ml or 5x200ml bottles.

The global icons Henkell Trocken, Freixenet Cordon Negro Brut, and Mionetto Prosecco Orange are all available as Piccolo and minis, alongside many more of our sparkling wines. “We have seen strong sales from our special mini multi-packs available in three and five bottles, especially designed for the duty free customer looking for 1L purchases,” says Witte. “For example, we have seen great growth from our inflight partners; Mionetto Prosecco DOC Treviso Brut (Prestige Collection) is served on board Ryanair flights and consumption has picked up in summer 2021,” says Witte. The minis theme continues with a marketing focus for travel retail across Henkell Freixenet’s Ready To Drink (RTD) portfolio: Offer a wide range of RTD’s across many categories such as Hard seltzer, wine & spirit based cocktails and sparkling wines.



Additionally the category of alcohol-free products is showing good growth. Henkell Freixenet will display different alcohol-free products such as Henkell Alcohol-free, Mionetto 0,0% or also Freixenet 0,0% at Cannes.

Henkell Freixenet will have a new stand position at the TFWA WE: Blue F11 – in the Blue Village.

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 expertise, have made it the market leader in numerous countries. For more information follow www.henkell-freixenet.com.

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