

Henkell Freixenet takes over Filipopolis completely

Sales almost doubled since acquisition

Wiesbaden (Germany), Kaunas (Lithuania), 20.08.2021 – After acquiring a majority stake in the Lithuanian distribution specialist Filipopolis in 2018, Henkell Freixenet is now also taking over the remaining shares. Filipopolis, now operating under UAB Henkell Freixenet Lietuva and based in Kaunas, is one of the leading importers and distributors of alcoholic beverages within Lithuania.

Since the acquisition, Filipopolis has added Henkell Freixenet brands to its portfolio and thus capitalised on the positive sparkling-wine trends with Prosecco, Crémant and Champagne within its home market. Henkell Freixenet Lietuva focused particularly on the successful distribution of Mionetto Prosecco, the world's best-selling Prosecco, and the world's best-selling Cava brand Freixenet, as well as on the further growth of the existing product portfolio, thus demonstrating excellent business development with steady growth - even in times of crisis. In addition to portfolio expansions, the reason for the successful business development was the professional team and the agile corporate culture, which paved the way for a successful integration into the Henkell Freixenet Group.

“With the acquisition of Filipopolis we completed our Baltic cluster. In only 3 years we could not only almost double our business, we also made our strategic brands Freixenet and Mionetto leading Prosecco and Cava brands in the Baltic States. I like to thank the team for this great success and I’m sure we will keep the strong momentum for the future” said Dr. Andreas Brokemper, CEO of Henkell Freixenet

Liudas Zukaitis, Business Development Director of Henkell Freixenet Lietuva, said: “The partnership with Henkell Freixenet over the past three years has enabled us to successively grow our business. By becoming part of the group, we now have access to an attractive international sparkling wine, wine and spirits portfolio. We are all very pleased with this fantastic development.”

Rūta Žukaitytė, the company’s Managing Director, added: “Sparkling wine is an established category within Lithuania and the import segment is growing steadily. With new brands and products such as Mionetto Prosecco and Freixenet Cava, we want to make the categories even more attractive for Lithuanian customers.”

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

Follow the link to the new image spot: <https://www.youtube.com/watch?v=XKdCUbOrAXE>
Facebook @HenkellFreixenet / Twitter Henkell Freixenet / Youtube Henkell Freixenet

Henkell Freixenet Lietuva

Distribution specialist Filipopolis, Lithuania's leading importer of alcoholic beverages, has been part of Henkell Freixenet since April 2018. The company, headquartered in Kaunas, has been operating successfully for nearly 30 years in the Lithuanian market and is continually expanding its portfolio. Alongside the Hungarian sparkling-wine brand Törley, successfully established 10 years ago, Filipopolis, now operating under Henkell Freixenet Lietuva focusses on their national and international brands in the spirits and wine business. The company is the market leader of Prosecco, Cava and the Italian premium wines segment.

Pressekontakt:

Henkell Freixenet

Jan Rock
Corporate Communications
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 6321
E. jan.rock@henkell-freixenet.com