



Henkell: the perfect start to the Spring season

- V-Label for all sparkling wines and facelift for Henkell's Piccolo

Wiesbaden, March 2021. Time for sparkling joy of life – Henkell, the most exported German sparkling wine brand, starts the year full of elegance and some fresh news. In line with the increasingly popularity of vegan products, Henkell products are now officially vegan certified. In addition to the V-Label certification, trade partners and consumers can look forward to a packaging facelift for the Henkell Piccolo range.

Entire Henkell range certified by the internationally recognized V-Label

As a global leader in sparkling wine, Henkell has its finger on the pulse: more and more consumers all over the world are embracing a vegan lifestyle without sacrificing enjoyment. Henkell is responding to this consumer trend by officially labelling all its products with the V-Label. This well-known quality seal for vegan and vegetarian products is an internationally recognized and protected brand that provides more transparency. “Henkell sparkling wines were already vegan, but thanks to the V-Label certification, it will be much easier for consumers to identify”, explains Jan Rock, Head of Corporate Communications Henkell Freixenet.

Even more glamorous in small format – Henkell Piccolo receives a packaging facelift

Henkell highlights its history in a packaging facelift: as the creator of the Piccolo bottle, Henkell is updating the packaging by prominently highlighting the word ‘Piccolo’ on the label and capsule.

Whilst Henkell coined the word ‘Piccolo’, it’s now common vernacular, not only in Germany, but also, around the world. Henkell Piccolo Trocken and Blanc de Blancs have already received the new design, while Henkell Piccolo Rosé and Henkell Piccolo de-alcoholised will follow shortly.

About 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, the sparkling dry taste and the continuous product awards underline the brand’s high quality standard. As 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.

Henkell – Making Life Sparkle Since 1856!



Further information is available at www.henkell.com or on Facebook (@henkellINT) and Instagram (@henkell).

About Henkell Freixenet

Henkell Freixenet is the world's leading sparkling wine producer. The Group includes brands such as Freixenet, Henkell, Mionetto Prosecco and Fürst von Metternich as well as the wine brands i heart WINES, Mía, Mederaño and the spirits Mangaroca Batida de Côco and Wodka Gorbatschow. The group markets almost all sparkling wine specialities from sparkling wine to Cava from Spain, Prosecco from Italy and Champagne and Crémant from France - supplemented 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 combined with market and brand competence make it the market leader in numerous countries.

Further information is available at www.henkell-freixenet.com

Press contact:

Henkell Freixenet
Vanessa Lehmann
Brand & Business Development
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63231
E. vanessa.lehmann@henkell-freixenet.com