Freixenet debuts a new era of sophistication with French Sparkling Wines

Wiesbaden, August 8th, 2024 – Freixenet, the international leader in sparkling wines, is excited to present its newest innovation – an exquisite duo of French Sparkling Wines. After successfully revitalizing the prosecco segment globally, Freixenet now channels its 150 years of winemaking experience to France, in a venture that's poised to enchant a new generation of celebrators.

Freixenet Brut Royal and Rosé Royal are presented in strikingly elegant packaging, inspired by haute couture. The statement bottles will elevate any occasion with effortless chic. Made from the finest grapes, these crisp and charming, delicately hued wines perfectly express Freixenet's Mediterranean spirit with an unmistakably French elegance. The launch is complemented by a campaign that transports its audience to the sun-kissed French Riviera, where sophistication meets joie de vivre.

FREIXENET BRUT ROYAL:

Carefully selected grapes from the Southwest of France, where the best conditions for the optimal growing of Chardonnay and Colombard converge, deliver a high aromatic intensity with aromas of stone and tropical fruits combined with notes of orange blossom and wildflowers.

At the table, the Freixenet Brut Royal perfectly pairs with for example appetizers like clams in green sauce, mushrooms stuffed with cheese and walnuts, homemade French fries, lightly spicy appetizers or with main dishes such as sea bass fillet with peas and fennel, lemon spaghetti with broccoli or spinach, salmon en croûte, Greek cuisine, grilled lobster etc. Freixenet Brut Royal French Sparkling has already been awarded with GOLD medal at Concours Mondial de Bruxellles (Sparkling Edition).

FREIXENET ROSÉ ROYAL

The Freixenet Rosé Royal presents a refreshing, balanced acidity and slight sweetness, with aromatic notes of roses, violets and tropical fruits of lychees and apricots. On the palate, excellent and balanced acidity contrasts with the slightly sweet flavours. Bubbles that accompany but do not dominate, and a creaminess

that makes it a very 'wine-like' sparkler. For appetizers, it pairs perfectly with watermelon gazpacho with ham shavings, tuna and avocado tartare, or a fresh salad of tomatoes, burrata, and pomegranate. For main dishes it goes along very well with grilled spring vegetables with romesco sauce, fresh pasta stuffed with eggplant and goat cheese, peppers stuffed with cod and au gratin or grilled red shrimp with a touch of salt.

Mark your calendars for the arrival of the highly anticipated pair of new French Sparkling Wines: available from August in Tesco in the UK with RRP £13, and from September in Brazil in 2024 with RRP R$ 110,00.

RRP = Recommended Retail Price. Prices are at the sole discretion of retailers.

About Freixenet

Freixenet is the world's leading Cava brand with roots going back to more than 150 years. Depth knowledge of winemaking combined with entrepreneurial vision has accompanied Freixenet through history until today. Cordón Negro is an iconic Freixenet product leading the brand and selling Cava following the traditional method in 130 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 of the brand include Freixenet Prosecco, Italian Still Wines as well as Spanish Still Wines – representing no longer just Cava but a complete Mediterranean lifestyle.

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 producer and has a unique portfolio of brands 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, Schloss Johannisberg and a portfolio of multiple award-winning wineries and brands. The highest standards of quality and craftsmanship drive the Henkell Freixenet team just as much as the vision of representing every tenth glass of sparkling wine worldwide in the medium term. For further information www.henkell-freixenet.com

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