

PRESS RELEASE

Henkell Freixenet acquires full ownership of Portuguese wine distributor VINICOM

- **Henkell Freixenet takes over the remaining 51% of the shares from Portuguese distribution partner VINICOM**
- **With this acquisition, Henkell Freixenet takes full control of its route to market in one of the fastest growing sparkling wine markets in Europe**

Wiesbaden, September 6, 2024 – Henkell Freixenet strengthens its position as a leading sparkling wine and renowned still wine supplier in Portugal by completing the acquisition of 100 % of VINICOM, a family-run company specialized in wine brand building and distribution. The transaction took place on September 3rd.

Francisco de Sousa Coutinho & Henkell Freixenet founded VINICOM in 2004 with Henkell Freixenet owning 49,5 % of the shares. Since then, VINICOM has been the distribution partner of Henkell Freixenet for the Portuguese market.

VINICOM has extensive market knowledge as well as a great sales team that markets the sparkling and still wine portfolio of Henkell Freixenet, as well as renowned Portuguese brands such as Lavradores de Feitoria, Quinta do Vale Meão, Quinta de Sto António, Howard's Folly and Blackett Porto Wines among many others. With the transaction Henkell Freixenet acquires 100 % of VINICOM.

“We warmly thank Francisco de Sousa Coutinho and the whole team of VINICOM for the trustful partnership and the excellent work over all these years,” says Dr. Alfred Oetker, Chairman of the Supervisory Board Henkell Freixenet.



Dr. Andreas Brokemper, CEO of Henkell Freixenet, comments: “We see a great momentum and future opportunities for our brands and partners, such as Freixenet and Mionetto, together with the outstanding portfolio of Portuguese wine brands to further develop this dynamic market.”

Francisco de Sousa Coutinho, of VINICOM adds: “We always had the mission of developing the Portuguese market by building the brands of our partners and offering products of outstanding quality. We are glad that Henkell Freixenet continues this hard work and look forward to seizing further growth opportunities for the market”.

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 are I heart Wines, Mangaroca Batida and a portfolio of multiple award-winning wineries and brands.

For more information, visit www.henkell-freixenet.com

Press contact:

Henkell Freixenet
Vanessa Lehmann
Head of Communications
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63 210
E. vanessa.lehmann@henkell-freixenet.com