



NEW: Freixenet Cordon Negro 0,0% brut and rosé – Freixenet strengthens its alcohol free portfolio

Wiesbaden, April 2025, Freixenet, the global leader in sparkling wine, proudly announces the upcoming launch of new alcohol-free sparkling wines. Freixenet Cordon Negro 0,0% and Cordon Negro 0,0% Rosé launch in the iconic black bottle, following suit with the recently relaunched Freixenet Cordon Negro Cava, to offer consumers a premium choice for alcohol-free celebrations.

Being already the #1 international brand in the alcohol free sparkling segment¹ and in response to the increasing demand for alcohol free products, Freixenet is taking another step to develop further growth in the global alcohol free market. The launch of the Freixenet Cordon Negro 0,0% includes a new generation of liquid development, crafted to delight consumers with excellent taste with only 30g/l of sugar and 15 calories/100ml. The alcohol free versions are made with the same expertise as our full strength wines before being de-alcoholised at low temperature with vacuum evaporation to help retain its original characteristics. The new Freixenet Cordon Negro 0,0% and Cordon Negro 0,0% Rosé will be introduced in the USA, France, and Poland, with a subsequent global rollout to follow, providing celebrators worldwide an elevated non-alcoholic sparkling wine experience.



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 and Carta Nevada are iconic Freixenet products leading the brand and selling Cavas 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

¹ IWSR 2023



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

Press contact:

Henkell Freixenet
Catherine Gärtner
Communications
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63 215
E. catherine.gaertner@henkell-freixenet.com