

New in stores: Henkell 0,0 %

Sparkling taste without alcohol

Wiesbaden, July 2025 – **More and more consumers are attaching importance to a healthy, conscious lifestyle without compromising on enjoyment. Being market leader in over 30 countries worldwide for alcohol free sparkling with a growth of 23% in 2024¹, Henkell Freixenet can already look back on 30 years of experience in the production of non-alcoholic products. Henkell is now meeting this demand by switching from Henkell alcohol free to Henkell 0.0%. The most exported German sparkling wine brand² thus serves the consumer trend “No Alcohol”. Henkell 0.0% impresses with a completely alcohol-free recipe and a sugar content of 42g/l. Inspired by the design of the classic Henkell Trocken, Henkell 0.0 % fits harmoniously into the range as an alcohol-free alternative for enjoyable moments. The market launch will take place in August 2025.**



“With Henkell 0.0%, we are sending out a clear signal for stylish enjoyment without alcohol,” says Vanessa Lehmann, Head of Communications at Henkell Freixenet. “Taste and bottle design are a harmonious combination - a response to the increased demands for conscious consumption. Henkell 0.0% is an ideal addition for special occasions where light enjoyment is preferred.”

Optimized recipe, familiar taste, brand-typical design

Henkell 0.0% presents itself with a noticeably lighter profile - while maintaining the same high quality and familiar taste profile. The non-alcoholic cuvée retains its familiar character and impresses with its balanced aroma: fruity notes of pear, apple and citrus, combined with a subtle hint of vanilla. The harmonious overall picture is rounded off by a balanced interplay of sweetness and acidity and a fine perlage.

¹ IWSR 2025

² IWSR 2025

Henkell 0.0% is based on carefully selected grapes that are processed using a particularly gentle alcohol removal process. Henkell 0.0% therefore meets the brand's high quality standards in every respect, even without alcohol.

Henkell 0.0% has a modern look - and deliberately so: the green bottle and elegant label are stylistically based on the popular Henkell Trocken. At the same time, light blue accents on the label and bottle neck signal the 0.0 % alcohol variant - for quick orientation on the shelf. The newcomer thus fits seamlessly into the existing range and underlines the claim to alcohol-free enjoyment without compromise.

About Henkell

Henkell has stood for excellent sparkling wine enjoyment since 1856, combining the art of French cuvée with German craftsmanship. As the most exported German sparkling wine brand, Henkell accompanies special moments in over 70 countries worldwide - from major celebrations to spontaneous moments of pleasure. With timeless elegance and the highest quality, Henkell creates sparkling experiences that will be remembered - with the people who are particularly close to our hearts. The high-quality design, the sparkling dry taste and the constant product awards underline the brand's quality standards. True to the brand promise "Make the moment matter", Henkell inspires us to enjoy the small and big everyday moments together. In addition, the sparkling wine range is officially certified vegan with the V-Label. As the inventor of the Piccolo, Henkell's extensive range is complemented by special Piccolo expertise. Further information: www.henkell.com

About Henkell Freixenet

As an international group of companies, Henkell Freixenet is the global market leader for sparkling wine. The unique brand portfolio of Sekt, Cava, Prosecco, Champagne and Crémant as well as still wines and spirits accompanies the moments in consumers' lives and makes them meaningful. The Henkell Freixenet team is driven by the highest standards of quality and craftsmanship - always with the vision of setting new benchmarks in the industry and the respective product categories and inspiring consumers with innovations and high-quality, sustainably crafted products. Celebrate Life!

Further information at <https://www.henkell-freixenet.com>

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