

Henkell Freixenet at Summit of Americas

Wiesbaden, February 2025. Henkell Freixenet, the world's leading supplier of sparkling wine, will be showcasing its extensive portfolio of globally successful cava, sparkling wine, prosecco, crémant and champagne brands as well as its attractive range of wines and spirits at this year's The Summit of Americas conference (8th-11th of March 2025) in Miami. The sparkling wine market leader is targeting growth across the American region. The international company will be presenting its unique product diversity at stand n°705.

Henkell Freixenet managed well through the challenging year 2024 with its portfolio of sparkling wine, wine and spirits brands in GTR. "Our diversified portfolio of sparkling wine, wine and spirits products, including the worldwide leading sparkling wine and cava brand Freixenet and the world's best-selling Prosecco Mionetto¹, gives us the opportunity to react flexibly to trends, mitigate effects and preserve and generate growth to our business partners. We are satisfied with our development this year in the Americas," states Olive Ramon, Head of Sales Global Travel Retail at Henkell Freixenet. Focus 2025 will be to further consolidate this Global Icon brands in the US in the Duty Free market. Recently we could also gain in some of the major locations (Airports) new SKU's that supported our growth in the region, especially in the trending category Crémant with our Crémant Gratien Meyer Cuvee Flamme brut and rosé". Furthermore, in Latin America, Henkell Freixenet could achieve a listing of the Mionetto Luxury Line with Brut and Rosé, with amazing results in the main airports and a listing with both SKUs of Freixenet Royal Range.

And 2025 offers even more opportunities for the iconic global brands to develop and target growth, especially in the Latin American region where GTR is a key strategic focus. Taking advantage of and shaping the trends around Prosecco, Premiumisation, Crémant, Low- & No-Alcohol as well as the Aperitivo moments, Henkell Freixenet will be showcasing new product innovations in Miami and create new moments of consumption amongst consumers – even presenting a bartender who will welcome all the visitors on the booth, mixing live and offering them a range of cocktails.

Shaping Trends with Henkell Freixenet

While some trends are not entirely new to the industry, they remain powerful forces at Henkell Freixenet and determine the innovations around Prosecco, Premiumisation, Crémant, Low- & No-Alcohol as well as the Aperitivo moments and are actively shaping the trends of the future.

¹ IWSR 2023

Premiumisation: Focus on quality

Premiumisation is still a key driver of demand. Premium and above price segments account for around 70% of the sparkling wine category growth², a category with continuous growth in the past years.³ Henkell Freixenet serves this development with its International Prestige Brands such as Champagne Alfred Gratien, Gratien & Meyer and Schloss Johannisberg.

Being the code for “French sparkling wine made in the traditional champagne method but outside the champagne region”, Crémant is a style of wine that’s similar to champagne but affordable and therefore especially attractive for everyone longing for a top premium sparkling experience. Global Crémant consumption volume increased by 3,2% in 2023⁴. With France being the largest market for Crémant followed by Germany, the US and UK, Henkell Freixenet sees a great potential in this rising category and its prestigious crémant brand Gratien & Meyer captures the trend perfectly.



Rising popularity of no- and low-alcohol products



Whether for health or personal lifestyle reasons, the importance of the no/low-alcohol segment continues to grow, especially driven by Europe (particularly Germany, United Kingdom and Poland) and the Americas.⁵ Henkell Freixenet has decades of expertise in producing high-quality non-alcoholic sparkling wines and leads the non-alcoholic sparkling wine sector, e.g. with Freixenet being the #1 internationally distributed no-alcoholic sparkling wine brand⁶. Also, the portfolio of Mionetto with Mionetto 0,0% and Mionetto Aperitivo alcohol-free is driving growth and is the clear market leader in markets such as Poland.

Not only during the popular “Dry January” or “Sober October”, consumers tend to enjoy life without alcohol. To make sure not to miss out on any moments of pleasure, numerous alternatives provide that certain tingling sensation even without alcohol. The selection of non-alcoholic additions to Cava, Sparkling Wine and Prosecco leaves no desires unfulfilled.

² Source: IWSR Sparkling Wine. CAGR 2023-2028.

³ Source: IWSR Sparkling Wine. CAGR 2023-2028.

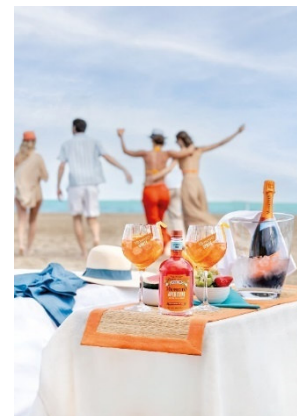
⁴ Source: IWSR, 2023.

⁵ Source: IWSR, Global Trends Report 2024.

⁶ Source: IWSR, 2023.

Ciao bella Italia! – Aperitivo, Prosecco and Dolce vita

Aperitivo - that's the moment when Italians glide into the evening after a day's work. A moment that stands for an incomparably southern, relaxed attitude to life. Aperitivo not only refers to the drink, the aperitif, itself, but also to the habit of meeting up with friends and acquaintances in the early evening during the long summer months for light alcoholic drinks and small, tasty snacks in bars in lively piazzas.



Exclusively for GTR: Mionetto Aperitivo combo pack

Mionetto 0.0% Sparkling Alcohol Free registered great performances in the world of non-alcoholic wines. Currently ranked 7th in the sparkling non-alcoholic category, our sparkling shows a growth trend that promises to further climb the rankings. Mionetto continues to gain market share, demonstrating its ability to innovate and satisfy the tastes of an increasingly discerning audience seeking quality alcohol-free alternatives.

With the aim of being the protagonist of the Spritz category, Mionetto crafted Mionetto Aperitivo in both alcoholic and non-alcoholic version. The Mionetto Aperitivo Kit is a success story on its own. Following its launch, the product experienced remarkable success and dynamic growth, with Poland, France, Germany and the USA emerging as key markets. The secret of its success lies in its versatility, allowing consumers the freedom to create their own spritz ritual – whether with alcohol, low-alcohol, or no-alcohol. An exclusive Italian and original Mionetto 100% natural flavors recipe based on citrus fruits and selected botanicals. Different but harmonious flavors that help draw its exclusive character and that combined with our Prosecco, give all the pleasure of a perfect Mionetto Spritz. Moreover, Mionetto Aperitivo Alcohol Free mixed with Mionetto 0.0% Sparkling Alcohol Free, delivers all the pleasure of a light Spritz, ideal to be enjoyed anytime and anywhere.

Exclusively for GTR: Mionetto will offer a Mionetto Aperitivo combo package which will include the Mionetto Prosecco and Mionetto Aperitivo for the perfect Spritz experience.

Freixenet

Freixenet launches a new Cordon Negro 0,0% and Cordon Negro 0,0% Rosé to meet rising alcohol-free demand

Freixenet, the global leader in sparkling wine, proudly launches new alcohol free Freixenet Cordon Negro 0,0% and Cordon Negro 0,0% Rosé in response to growing consumer demand for health and moderation. The innovation launches in an iconic black bottle, following suit with the recently relaunched Freixenet Cordon Negro Cava, to offer consumers a premium choice for alcohol-free celebrations. The launch 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 new Freixenet Cordon Negro 0,0% and Cordon Negro 0,0% Rosé will be introduced in GTR, the USA, France, and Poland, with a subsequent global rollout to follow, providing celebrators worldwide an elevated non-alcoholic sparkling wine experience.

Freixenet debuts a new era of sophistication with French Sparkling Wines

Freixenet, the global leader in sparkling wine, unveils an exquisite duo of French Sparkling Wines. Made from the finest grapes, these crisp and charming, delicately hued wines perfectly express Freixenet's Mediterranean spirit with an unmistakably French elegance. Available in Brut and Rosé, the Freixenet French Sparkling Wines are presented in arrestingly debonair bottles inspired by haute couture, a statement piece designed to elevate any occasion with effortless chic. The range was first launched exclusively in GTR – including a listing at Avolta –, the UK and Brazil with a campaign that transports its audience to the sun-kissed French Riviera, where sophistication meets joie de vivre.



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

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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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