

Henkell Freixenet wins Travel Retail Awards for Freixenet Cordon Negro 0,0%

Wiesbaden, October 2025. Henkell Freixenet, the world's leading sparkling wine producer, is proud to announce the win of two Travel Retail Awards for its Freixenet Cordon Negro 0,0% in the categories "Best Low & No Alcohol Product" and "Best Overall Product". "We're very excited about winning these important awards for our Freixenet Cordon Negro 0,0% which once more underlines the quality of the product as well as the importance of this category," says Ramon Olive Head of Sales of GTR. Being market leader in over 30 countries worldwide for alcohol free sparkling with a growth of 23% in 2024, Henkell Freixenet can already look back on 30 years of experience in the production of non-alcoholic products. "Seeing a big potential and strategic moment for our low/no alcoholic products, Henkell Freixenet takes further opportunity of this category, especially with Freixenet being the #1 internationally distributed non-alcohol sparkling wine brand worldwide."



The Travel Retail Awards is a game-changing awards program, entirely voted by travelling consumers, setting itself apart as a true benchmark for excellence in the travel retail industry. First established in 2018, the program was created to further deliver on TRBusiness' long-standing mantra of 'helping the industry grow,' providing a platform to celebrate and showcase innovation, creativity, and quality within the sector. Research has shown that 22% of consumers are more likely to purchase a product displaying the 'Voted by Shoppers' Finalist logo and nearly a third (31%) of consumers are more likely to purchase a product displaying the 'Voted by Shoppers' Winner logo.

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! For further information www.henkell-freixenet.com

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