



Freixenet launches new Freixenet Solare: A Mediterranean Aperitivo to “Taste the Sun”

Wiesbaden, February 2026. With Freixenet Solare, Freixenet, the #1 international sparkling wine brand¹, is entering the spirits category by launching a new aperitif internationally that combines premium character and high visibility at the point of sale in one concept. The new product, with an alcohol content of 11% vol., combines 100% natural flavors with the taste of sun-ripened Spanish citrus fruits and notes of selected botanicals such as rosemary and thyme. The bottle, inspired by the Spanish sun, reflects the Mediterranean character of the brand and ensures a strong, eye-catching appearance on the shelf. Freixenet Solare will be available from March 2026 in 0.70-liter bottles.



Freixenet launches Freixenet Solare, the Mediterranean Aperitivo crafted with Spanish lemon, clementine, and rosemary, complemented by botanicals for refined complexity. Made with 100% natural flavors, Freixenet Solare offers a refreshing, modern choice for the relaxed celebrations that are driving the spritz macrotrend globally. “With Freixenet Solare, we are consistently focusing on natural flavors, Mediterranean moments of enjoyment, and an iconic design that immediately catches the eye,” explains Vanessa Lehmann, Head of Communications Henkell Freixenet. “The new product combines modern enjoyment with high brand recognition – and expands our portfolio with a category that is currently gaining in importance.” The campaign heroes the Freixenet Solare Spritz and invites consumers to “Taste the sun” in every sip. The 3-2-1 signature serve includes ice, 3 parts Freixenet Sparkling, 2 parts Freixenet Solare, 1 part sparkling water, and lemon to garnish. Freixenet Solare will launch in over 15 countries globally (e.g. Germany, Spain, France, Belgium, Switzerland and Lithuania) from March 2026 and from June 2026 in an Alcohol-Free version.



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

¹ IWSR 2024



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

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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