

Freixenet launches Diamond 0.0%: the new super-premium 0.0% Sparkling

Wiesbaden, April 2026. Freixenet, the global leader in sparkling wine and the number one international alcohol-free sparkling wine brand (IWSR 2024), introduces Freixenet Diamond 0.0%, its first super-premium alcohol-free sparkling wine. Crafted from selected Italian grapes and gently dealcoholized to preserve its character, Freixenet Diamond 0.0% offers a fresh, balanced taste with refined aromas and a crisp, polished finish. The new Freixenet Diamond 0,0% will be available from April 2026 in 0.75-liter bottles.

Conscious alcohol consumption is no longer a niche trend but is developing into a relevant market segment with clear growth potential (+13%, IWSR, 2024), even though it is still at a relatively small volume level. This momentum is driven by evolving consumer behavior, with more people seeking moderation and embracing trends like ZEBRA consumption. Being ahead of this trend, Freixenet now offers a natural extension of its portfolio, delivering a super-premium 0.0% product with high quality and thoughtful design concept that inspire renewed enthusiasm for conscious enjoyment.

The launch is elevated by the iconic diamond bottle, refreshed with a premium new visual identity and bold branding that mirrors the success and premiumness of Freixenet's Italian sparkling portfolio. Positioned at the top of the 0.0% segment, Freixenet Diamond 0.0% brings a clear point of view: you can have fun, even without drinking alcohol.

Diamond Sparkling Rosé and Still 0.0% variants are planned for 2026 to further strength Freixenet's leadership in shaping the future of alcohol-free sparkling wine. The new Freixenet Diamond 0.0% will first launch in UK, Poland and Belgium.

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.



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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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