

Exclusive discussions between Maison Pommery & Associés and Henkell International end without an agreement at this stage

(Wiesbaden, August 5th, 2026) On 2 June 2026, Maison Pommery & Associés and Henkell International announced that they had entered into exclusive discussions regarding a proposed strategic partnership, which could have included Henkell International becoming a majority shareholder in Maison Pommery & Associés.

As of July 31, 2026, the date on which the exclusivity period agreed between the parties expired, Maison Pommery & Associés and Henkell International confirm that the exclusive discussions have now come to a preliminary end and did not result in an agreement at this stage. Both companies remain open to the possibility of resuming discussions at a later stage.

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 accompany the moments in consumers' lives and make 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

Press contact:

Henkell Freixenet
Vanessa Lehmann
Head of Communications
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63 210
E. vanessa.lehmann@henkell-freixenet.com