Press Release

Kicking off Summertime:
Henkell Freixenet GTR Exclusive Activation at Mallorca airport

Wiesbaden, June 2026. Henkell Freixenet, the world's leading sparkling wine company, launches a new activation at Mallorca Airport from from June 3rd to June 30th, 2026. During these months Henkell Freixenet presents the product launch of the Freixenet Mallorca Edition, a Travel Retail exclusive, and showcases its new Mediterranean Aperitivo Freixenet Solare, a product particularly suited to summer consumption moments. Spanning approx. 10 square meters within the Avolta shop, the activation reinforces the global leadership of the iconic Freixenet brand and boosts brand visibility in the Travel Retail channel during a key seasonal period, engaging international travelers through an impactful in-store presence.

Showcasing a bar with dedicated visuals for each product, the concept is designed to deliver a memorable and premium shopper experience that captures travellers' attention, encourages product trial, and drives purchase. Additional this set up includes a canopy structure where two videos will be projected alternately to create movement and reinforces the activation's strong in-store impact. Focusing on the upcoming summer season, Henkell Freixenet is excited to introduce the new Travel Retail exclusive Freixenet Mallorca Edition and the new Aperitivo Freixenet Solare, which will be highlighted by two glorifiers on the bar. The space will be supported by dedicated brand promoters who will offer tastings of both products, encouraging direct interaction with shoppers and enhancing the overall brand experience.

The **Freixenet Mallorca Edition** is a strategic launch for Travel Retail, offering a differentiated and exclusive proposition for this channel. This exclusive release of a super-premium sparkling wine produced in the heart of the Spanish island of Mallorca under the Appelation of D.O. Binissalem is limited to just 6,919 bottles worldwide, signaling a defining milestone for both Freixenet and the island. Crafted from indigenous Prensal and Giró Ros grapes vintage 2025, carefully harvested at night to preserve their freshness and aromatic intensity, the cuvée is co-fermented to achieve greater integration and complexity. Refined through bottle fermentation, it expresses the island's character in every glass, revealing notes of fresh green apple and delicate orchard fruit, balanced by a harmonious Brut dosage and an elegant 10.8% alcohol.

"We're excited to launch our latest brand activation in partnership with Avolta, bringing the spirit of Freixenet to one of Europe's most vibrant summer travel hubs at Mallorca airport. We are proud to present here our new Travel retail exclusive, the Freixenet Mallorca Edition, which represents a strategic elevation of Freixenet's global premium positioning and a tribute to one of Europe's most desirable destinations," says Ramon Olive Head of Sales of GTR.

David de Miguel, Global Head of Liquor at Avolta, continues: "Travel retail is at its strongest when it offers travelers something they cannot find everywhere else. The Freixenet Mallorca Edition brings together exclusivity, local relevance and a clear summer consumption moment, which makes it a strong fit for Mallorca Airport. We are pleased to partner with Henkell Freixenet on an activation that enhances the traveler experience and brings added energy to the liquor category in one of the peak travel periods of the year."

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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