Press Release

HENKELL X FREIXENET INTERNATIONAL

Henkell Freixenet at Summit of Americas

Wiesbaden, March 2026. Henkell Freixenet, the world's leading supplier of sparkling wine, will be showcasing its extensive portfolio of globally successful cava, sparkling wine, prosecco, crémant and champagne brands as well as its attractive range of wines and spirits at this year's The Summit of Americas conference (28-31st of March 2025) in Orlando. The sparkling wine market leader is targeting growth across the American region. The international company will be presenting its unique product diversity at stand n°513.

For 2026, Henkell Freixenet sets focus to further consolidate the Global Icon brands in the US in the Travel Retail market introducing innovations for Freixenet and Mionetto. "We are satisfied with our development last year in the Americas. Freixenet continues to strengthen its position as a leading global brand, and this year we will further elevate its presence with the launch of Freixenet Solare, a new addition and entry into the spirits category that broadens the portfolio and opens the door to new consumption occasions," states Olive Ramon, Head of Sales Global Travel Retail at Henkell Freixenet. "Our Mionetto brand maintains its strong momentum, delivering continuous growth, also due to the aperitivo trend. In line with this expansion, we are introducing the new 5cl aperitivo format, designed to meet the needs of key on the go channels and particularly attractive for airlines and cruise lines."

In Orlando at the Henkell Freixenet booth, visitors will experience the true Aperitivo moment at the dedicated spritz bar where they will be able to taste Mionetto Aperitivo Spritz and Freixenet Solare Spritz, both with no, low and alcoholic versions.

"We look forward to this new edition of the Summit of the Americas in Orlando, marking an exciting new location for the event. The Summit remains a key date in our calendar due to the strong presence and performance of our brands across the Americas region," Ramon Olives continues. "It provides the ideal platform to meet with our existing business partners, share our plans for the year, present our latest innovations, and align on future priorities. The event also serves as a valuable opportunity to connect with new customers and business partners, expand into additional locations and channels, and further strengthen the presence of our brands throughout the territory."

From a channel perspective, for Henkell Freixenet airports remain a strategic priority. In the United States, the company will be expanding its footprint with Gratien Meyer crémant, while exploring additional opportunities in locations such as Lima with Freixenet and Mionetto. Looking ahead, the cruise sector is experiencing significant growth, and the market leader plans to further develop our presence in this booming market. "We will also be present **at Food and Beverage at Sea (SeaTrade)** in Miami on 15–16 April, where we will continue the conversations initiated in Orlando and further explore opportunities to expand our footprint within the cruise sector. This event

represents a key platform for deepening our engagement with industry partners and advancing our ambitions in this rapidly growing channel," Olive says.

Mionetto

Mionetto "Orange Spritz Aperitivo" – Pop, Pour and Cheers!

With the aim of being the protagonist of the Spritz category, Mionetto crafted Mionetto Aperitivo in both alcoholic and non-alcoholic version. The Mionetto Aperitivo Kit is a success story on its own. Following its launch, the product experienced remarkable success and dynamic growth, with Poland, France, Germany and the USA emerging as key markets, but also in GTR with the Aperitivo Spritz Kit. The secret of its success lies in its versatility, allowing consumers the freedom to create their own spritz ritual – whether with alcohol, low-alcohol, or no-alcohol. **Exclusively for GTR**, Mionetto introduces a 5cl Mionetto aperitivo format, designed to meet the needs of key on the go channels and to offer the perfect Aperitivo size for airlines and cruise lines.

Freixenet

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

Freixenet, the #1 international sparkling wine brand[1], 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. 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 from March 2026 and from June 2026 in an Alcohol-Free version.

[1] Source: IWSR 2024, Sparkling Wine excl. Champagne, Lambrusco, Russia, Gross value incl. tax, variable exchange rates

Press Release

Freixenet launches Diamond 0.0: the new Super-Premium 0.0% Sparkling

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 dealcoholised to preserve its character, Freixenet Diamond 0.0 offers a fresh, balanced taste with refined aromas and a crisp, polished finish. 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 variants are planned for 2026 to further strength Freixenet's leadership in shaping the future of alcohol-free sparkling wine.

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-freixent.com

Press contact:

Henkell Freixenet
Catherine Gärtner
Communications
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63 215
E. catherine.gaertner@henkell-freixenet.com