Press Release

Henkell Freixenet targets Asia for future expansion

World's sparkling leader presents news & trends at TFWA Asia Pacific

Wiesbaden, April 2026. Identifying Asia Pacific as a region brimming with potential for Travel retail growth, Henkell Freixenet, the world's leading supplier of sparkling wine, will be showcasing its prestigious portfolio including its innovations in aperitivo and alcohol free at this year's edition of the TFWA Asia Pacific Exhibition & Conference, which will be held in Singapore at the Marina Bay Sands Expo & Convention Centre from May 10th – 14th, 2026. The international company will be presenting its unique product diversity in Hall: B2, Stand: 2-X6.

"The Asia Pacific region which we are targeting for future growth is becoming increasingly important for us. Over the past few years, we've already secured several key listings, and we continue to see steady, positive traction. That momentum shows us that consumers here are connecting with our brands and that there is meaningful potential ahead, says Ramon Olivé, Head of Sales Global Travel Retail at Henkell Freixenet. "At TFWA Singapore, we look forward to catching up with the main stakeholders of the area to strengthen our presence."

Strategic focus will be to further promote the Global Icon brands Freixenet and Mionetto in the Asian market. 2026 offers opportunities for the iconic global brands to develop and target growth in GTR. Taking especially advantage of and shaping the trends around Prosecco, Aperitivo moments as well as Low- & No-Alcohol, Henkell Freixenet will be showcasing new product innovations in Singapore and create new moments of consumption amongst consumers – even presenting an activation in the inaugural edition of TFWA Taste of the World, a new showroom lounge located in Basement 2 of the Exhibition, where Henkell Freixenet will introduce the concept of Spritz and invites everybody to join the taste session on **Wednesday 13 May 2026 from 11.30am to 12.30am**.

"Innovation is part of who we are, and this year we're coming to TFWA Asia Pacific with one of our most exciting pipelines yet. The Aperitivo momentum continues to build globally, and we're tapping into that energy with the introduction of our Mionetto Orange Spritz RTS and the new Freixenet Solare Aperitivo range – bright, modern, and crafted for today's consumer. We're also expanding in the fast-growing NoLo space with our new Freixenet Diamond's alcohol free range, which we believe will resonate strongly in the region thanks to its premium look and fresh, approachable profile," Olive continues.

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Mionetto

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

Mionetto, a global Prosecco ambassador, unveils its latest innovation: Mionetto "Orange Spritz Aperitivo", in its Ready to Serve version. Rooted in Valdobbiadene and part of the Henkell Freixenet Group, Mionetto blends sparkling wine expertise with vibrant orange and botanicals for the ultimate Italian Spritz. Made with 100% natural flavors, this premium cocktail offers convenience without compromise: just pop, pour and cheers. To meet diverse consumer needs, an alcohol-free version ensures everyone can join the ritual, with the same unmistakable character in every single drop. The product comes in an elegant bottle reflecting Mionetto's iconic "Orange Soul," supported by impactful marketing and trade activations.

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

HENKELL & CO. SEKTKELLEREI KG
Biebricher Allee 142 · 65187 Wiesbaden · Telefon +49 611 63-0 · Telefax +49 611 63-335 · www.henkell-freixenet.com

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Exclusively for GTR, Henkell Freixenet introduces a 5cl Mionetto aperitivo and a 5 cl Freixenet Solare 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 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