

Pop, Pour and Cheers!

Mionetto “Orange Spritz Aperitivo” - Ready to Serve new in stores

Wiesbaden, March 2026. Internationally the aperitivo trend is booming (+ 5% in volume in 2024) and has been a growth driver in many markets.¹ With the new Mionetto Orange Spritz Aperitivo Ready-to-Serve (RTS), the No. 1 worldwide best-selling Prosecco brand Mionetto² is giving retailers a strong boost from April onwards: a ready-to-serve aperitif that perfectly combines convenience with the Italian way of life. The new Mionetto Orange Spritz Aperitivo Ready-to-Serve sets new trends – with alcohol, alcohol-free, and in a to-go format.



Mionetto, global Prosecco ambassador, unveils its latest innovation: Mionetto “Orange Spritz Aperitivo”, in its Ready to Serve version. Rooted in the heart of Prosecco Valdobbiadene, 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. The Mionetto “Orange Spritz Aperitivo” Ready to Serve will launch internationally starting in first markets such as Germany, Poland, Austria, Baltic countries and the Czech Republic.



Tradition meets innovation, bringing Italian flair to glasses worldwide: With the new Mionetto Orange Spritz Aperitivo Ready-to-Serve, aperitivo time has never been easier. The range offers two varieties – classic with 5.9% alcohol by volume and alcohol-free – and two convenient sizes (0,75l and 0,2l-format) for every occasion.

About Mionetto

Refreshingly Italian, sensual and high-quality - Mionetto is the epitome of Prosecco. The fine Frizzanti and Spumanti come from Valdobbiadene in the northern Italian Prosecco-growing region of Veneto. The diverse range is characterised by the best traditional craftsmanship, first-class taste

1 IWSR 2025

2 IWSR, Prosecco International Ranking volumes, 2024



and a fresh design. Trendy, ready-mixed, flavoured wine-based cocktails complete the range. According to the IWSR, Mionetto is the world's best-selling Prosecco brand and is available in more than 70 countries. For further information www.mionetto.com

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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