



PRESS RELEASE

Henkell Freixenet achieves significant growth

- Double-digit growth to 1.3 billion euros
- Turnover above pre-Covid year 2019
- Record sales Freixenet, Mionetto and i heart Wines

Financial year 2021 (Wiesbaden, 28 April 2022) Henkell Freixenet, the sparkling wine, wine and spirits division of *Geschwister Oetker Beteiligungen KG*, closed 2021 with a sales increase of 11% to €1,326 million (including excise taxes). With this record turnover, the global sparkling wine market leader (market research institute IWSR) with brands such as *Freixenet*, *Mionetto*, *Henkell*, *Mangaroca Batida de Côco* and *i heart Wines* exceeds the turnover level before the Corona crisis.

"Despite major challenges, the past business year was extremely successful. Led by our top brands distributed worldwide, we were able to grow significantly in practically all regions. Our `House of Brands`, with which we are consistently continuing our focus on strong global and local brands, was the driver for the double-digit sales growth. *Freixenet* sold more than 100 million bottles for the first time, while *Mionetto* grew by an impressive 33 % to 35 million 1/1 bottles. *Henkell* also grew double-digit in 2021, led by international markets (+21 %, primarily in Austria and Australia). According to IWSR, we are the market leader for

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Cava in 98 countries, the market leader for Prosecco in 34 countries and the sparkling wine market leader in 29 countries," comments Dr Andreas Brokemper, CEO of Henkell Freixenet, on the publication of the annual figures.



Driven by the House of Brands, **sparkling wine sales increased by +15.2 % to 843 million euros**. This led to market share increases in Germany and Spain, among other markets Global sales in the **wine segment grew by +1.4 % to 226 million euros**, while **spirits sales rose by +5.6 % to 232 million euros**. The best-selling spirit brand in the Group was once again *Wodka Gorbatschow*.

DACH region

In **Germany, Austria and Switzerland (DACH)**, Henkell Freixenet closed the 2021 financial year with stable sales of 464 million euros (+0.3 % compared to the previous year).

In **Germany**, *Fürst von Metternich*, the leading German premium sparkling wine, once again record sales (13.6 million 1/1 bottles) with an increase of +18 %. *Mionetto* and



Henkell also increased significantly. *Wodka Gorbatschow*, the best-selling German vodka, grew by +2.8 % to 22.5 million 1/1 bottles and *Mangaroca Batida* once again achieved a double-digit growth.

In **Austria**, Henkell Freixenet defended its clear market leadership in the sparkling wine segment. With a market share of 15 %, *Henkell* is closely followed by *Kupferberg* as the second strongest brand in Austria. In **Switzerland**, *Mionetto* and *Wodka Gorbatschow* achieved double-digit growth. **Schloss Johannisberg** from Germany's Rheingau region also achieved significant double-digit growth in 2021 and was able to further expand its global reputation with international quality awards.

Western Europe region

Western Europe, the Group's second strongest region, includes the UK, Spain, France, Italy, Benelux and Scandinavia. Influenced by the recovery of the gastronomy in the Southern European markets starting in 2021, the **Western Europe business** recorded a **double-digit increase of +16.9 % in the** financial year and was able to expand its turnover to **402 million euros**.

In the **United Kingdom**, turnover again showed double-digit growth. Freixenet and Mionetto, i.e. the Italian portfolio with Prosecco, rosé sparkling wine and Italian still wines under the Freixenet brand developed particularly well.

**SPARKLING
WINE****STILL
WINE**

SPAIN

ITALY

Freixenet is thus the leading sparkling wine brand on the English market. Spain and Italy developed disproportionately positively thanks to the reopening of the gastronomy sector. While in **Spain** *Freixenet* and *Segura Viudas* grew by a clear double-digit percentage, in **Italy** it was *Mionetto* driving the growth by 25 %. **France** also gained thanks to *Freixenet* and *Mionetto*, but *Champagne Alfred Gratien* and *Gratien & Meyer Crémant* also achieved significant increases. **Scandinavia** and **Benelux** also contributed to the positive development with successful sales of *Mionetto* (Nordics) and *Mionetto* and *Freixenet* (Benelux).

**Eastern Europe
region**

The **Eastern Europe region** is characterised by the strong local brands Bohemia in the Czech Republic, Törley in Hungary and Hubert in Slovakia, which each have a market share of more than 60 % in the national sparkling wine market, as well as the dynamically growing import business with the *Mionetto* and *Freixenet* brands in Poland. In addition, there are the distribution companies in the Baltic



States, as well as in Romania and Ukraine. In 2021, the region's turnover increased by **+16.0 % to 240 million euros**. Successful contributions included *Bohemia Sekt* and *Mionetto Prosecco* in the **Czech Republic** as well as *Törley* and *Hungaria* in **Hungary**. Hubert de Luxe and Mionetto Prosecco were among the growth brands in Slovakia. In **Poland**, *Mionetto Prosecco* developed extremely dynamically and is advancing to become the leading Prosecco brand. The **Baltic States** also achieved double-digit growth. The growth driver here was **Lithuania** with the Mionetto and *Freixenet* brands. **Romania** also saw double-digit growth with its local brand *Angelli* as well as with *Mionetto Prosecco* and spirits. In Ukraine, the business with our international core brands expanded significantly.

Region
Americas

Net sales in the **Americas region** increased by a remarkable **26.1 % to 169 million euros**. The important growth region of North and South America benefited from the reopening of gastronomy at its own locations as well.

In the **USA**, both the global brands *Freixenet*, *Mionetto Prosecco* and the prestige brands *Segura Viudas* and *Gloria Ferrer* achieved double-digit growth. The wineries Gloria Ferrer in Sonoma and Finca Sala Vivé in **Mexico** again welcomed more than 200,000 visitors and were thus able to significantly increase sales. In **Canada**, Henkell Freixenet is the market leader in the sparkling wine market with its Henkell, Mionetto, Freixenet and Segura Viudas brands. The still young group company in Brazil was able to almost double its turnover to 10 million euros, thanks in particular to the success of Freixenet Cava, the *Freixenet Wine Collection* and *Freixenet Mia*.

**Region****Asia-Pacific**

The **Asia / Pacific** region includes the activities of the Henkell Freixenet companies in Japan, Australia and China as well as all other export activities in the region. Overall, the region achieved **sales of 39 million euros in 2021**, which was **-6.8 % below the previous year**. Due to Corona-related restrictions, there was a loss of business in **Japan** at the seasonal peaks. In **Australia**, following the sale of the Deakin and Katnook wineries, the group is concentrating on the import business with *Henkell*, *Freixenet* and *Mionetto Prosecco*, which is developing positively despite existing container delivery bottlenecks. Henkell sold more than 1 million 1/1 bottles in Australia for the first time last year.

Global**Export**

In **Global Export**, the group combines business with importers and distributors including Global Travel Retail business. Thanks to strong growth in various markets, turnover increased by **+128.1 % to 12 million euros**. The positive development was driven by the growth of brands such as *i heart Wines*, *Mionetto* and *Freixenet*.

Global**brands****core**

The **global core brands** developed positively throughout 2021 and thus formed the basis of the Group's overall successful business performance.

Freixenet, by far the strongest brand, exceeded the 100 million bottle mark for the first time. By the end of the year, sales had reached **107.7 million 1/1 bottles (+8.5 %)**. The positive developments in *Freixenet Prosecco* and *Italian Rosé* as well as the newly introduced Italian and Spanish wine ranges contributed to this.



Mionetto Prosecco, the best-selling international Prosecco brand, grew dynamically by **+32.6 % to a total of 35.2 million 1/1 bottles** in 2021. The increases were distributed across almost all regions and countries. Growth was particularly strong in the USA, Italy, Poland, France, Germany and the UK. The innovations *Mionetto Prosecco Rosé* and *Mionetto 0.0% Alcohol free* also contributed to this.

Henkell, the most exported German sparkling wine brand, also achieved double-digit growth of **14.3 % to 12.9 million 1/1 bottles**. Besides Germany, growth came mainly from Austria, Australia and Canada. As the namesake of an entire category, Henkell Piccolo in particular contributed to the brand's success with disproportionate growth.

The ***i heart Wines*** brand celebrated its 10th anniversary in 2021. In the anniversary year, the wine brand developed in the UK, set a new sales record with **32.5 million 1/1 bottles** and an **increase of +3 %**. In the UK, *i heart Wines* is now one of the most important wine brands and is also successfully marketed in Scandinavia and in Duty-Free.

Mangaroca Batida de Côco also achieved double-digit growth again. With a clear **plus of +23.6 %**, the **coconut liqueur** increased to **2.8 million 1/1 bottles sold**. In Germany in particular, the brand was able to make significant gains and continue to expand its market share in the cream liqueur segment.

International
Prestige Brands

The International Prestige Brands also made an important contribution, developing positively throughout the business year. ***Champagne Alfred Gratien***, which has been



produced by a family of cellar masters for four generations, showed equally dynamic growth as its sister brand **Gratien & Meyer Crémant** from Saumur on the Loire. The same applies to the Spanish premium Cava **Segura Viudas** and the sparkling wines of the **Gloria Ferrer** winery in Sonoma, USA. Last but not least, the world's first Riesling winery, **Schloss Johannisberg**, achieved a double-digit increase in sales of its worldwide highly awarded wine specialities.

"We are experiencing increased quality awareness in all markets, greater interest in the origins and diversity of wine and sparkling wine. And we want to serve this increasing interest in enjoyment with our international portfolio, which stands for almost all origins and methods - from Cava to Champagne, Crémant, Prosecco and German Riesling," comments Dr Andreas Brokemper, CEO of Henkell Freixenet.

Investments

Investments increased significantly by **+43.2 % to 26.1 million euros in the** 2021 financial year. The new plant construction at Mionetto in Valdobbiadene in the Italian Veneto was completed, and a representative visitor centre is currently being built on the site at the historic location. Further investments follow the group's strategy to increase sustainability and efficiency.

Employees

The number of employees worldwide in 2021 was **3,499 (2020: 3,494)**. There were 669 employees in Germany, an increase of 54 employees. The international group companies accounted for 2,830 employees.



Outlook

The economic impact of the Russian war of aggression in Ukraine will be decisive for 2022. In addition to the strong political uncertainty, the war is causing significant price increases and supply bottlenecks throughout the supply chain. The price developments for glass, packaging materials, energy and logistics are particularly burdensome. In addition, wine has become more expensive due to the harvest, and in some cases availability is limited or non-existent. Added to this is the inflation associated with the tense overall situation.

“The decisive factor will be mastering the entire supply chain from grape, wine, casing and packaged goods purchasing to delivery to our global customers. All in all, the year 2022 will present us with enormous challenges,” comments Dr. Andreas Brokemper, CEO of Henkell Freixenet. “We see opportunities in the continuing trend towards higher-quality consumption. We see these in particular in strong brands such as *Freixenet*, *Mionetto* and *Henkell internationally* as well as *Fürst von Metternich* and *Wodka Gorbatschow* in Germany. Risks lie in the lack of availability of specialities, above all Champagne Alfred Gratien and Gratien & Meyer Crémant. Finally, the Corona pandemic will still be with us in 2022. Although there are signs that the pandemic is weakening, whether this will be the case and what this means for the economy and purchasing behaviour cannot yet be definitively predicted. Against the background of the current uncertainties, a reliable forecast for the full year is hardly possible.”

**About Henkell Freixenet:**

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine supplier and has a unique brand portfolio for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group as well as I heart Wines, Mangaroca Batida de C oco and a portfolio of multiple award-winning wineries and brands. The highest standards of quality and craftsmanship spur the Henkell Freixenet team on just as much as the vision of standing for every tenth glass of sparkling wine worldwide in the medium term.

Further information at www.henkell-freixenet.com

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