

PROWEIN 2025

NEWS FROM HENKELL FREIXENET



CELEBRATE
LIFE!

Henkell Freixenet at ProWein 2025

It's all about creating meaningful moments – together, with Henkell Freixenet.

The world's leading sparkling wine producer with a unique portfolio of successful brands for Sekt, Cava, Prosecco, Champagne and Crémant, still wine and spirits presents itself on 100m² at ProWein to inspire meaningful moments.

This year's design features three standout highlights: a central bar, four branded zones and two Instagram-worthy spots.

The **central bar** is the heart of the booth, inviting visitors to discover and to taste the innovations, connect with others, and enjoy the atmosphere. A prominent back wall behind the bar is an eye-catcher, complemented by a screen showcasing a selection of the brands' latest spots.

The four **brand areas** spotlight Henkell Freixenet's Global Icons, putting a special focus on their latest innovations:

- Freixenet presenting the new campaign and fresh innovations in the alcohol-free category such as Freixenet Cordon Negro 0.0% and premium alcohol-free sparkling wines and wines in the iconic diamond cut bottle.
- Mionetto showcasing the world of Prosecco, Aperitivo and Spritz experience.
- Henkell presents a strong & bold new relaunch, paired with an emotional new campaign.
- In the French corner, the International Prestige Brands Champagne Alfred Gratien put focus on its new aspirational and premium look & feel and Gratien & Meyer unveils a completely new look and exciting relaunch.



Two unique **photo spots** offer visitors the possibility to engage: pose inside a life-sized Mionetto or Freixenet bottle to capture a memorable photo from the fair.

Shaping Trends

While some trends are not entirely new to the industry, they remain powerful forces at Henkell Freixenet and determine the innovations around Prosecco, Premiumisation, Crémant, Low- & No-Alcohol as well as the Aperitivo moments and are actively shaping the trends of the future.

Premiumisation: Focus on quality

Premiumisation is still a key driver of demand. Premium and above price segments account for around 70 % of the sparkling wine category growth¹, a category with continuous growth in the past years.² Henkell Freixenet serves this development with its International Prestige Brands such as Champagne Alfred Gratien, Gratien & Meyer and Schloss Johannisberg.

Being the code for “French sparkling wine made in the traditional champagne method but outside the champagne region”, Crémant is a style of wine that's similar to champagne but affordable and therefore especially attractive for everyone longing for a top premium sparkling experience. Global Crémant consumption volume increased by 3,2% in 2023³. With France being the largest market for Crémant followed by Germany, the US and UK, Henkell Freixenet sees a great potential in this rising category and its prestigious crémant brand Gratien & Meyer captures the trend perfectly.



Rising popularity of no- and low-alcohol products



Whether for health or personal lifestyle reasons, the importance of the no/low-alcohol segment continues to grow, especially driven by Europe (particularly Germany, United Kingdom and Poland) and the Americas.⁴ Henkell Freixenet has decades of expertise in producing high-quality non-alcoholic sparkling wines and leads the non-alcoholic sparkling wine sector, e.g. with Freixenet being the #1 internationally distributed no-alcoholic sparkling wine brand⁵. Also, the portfolio of Mionetto with Mionetto 0,0% and Mionetto Aperitivo alcohol-free is driving growth and is the clear market leader in markets such as Poland.

Not only during the popular “Dry January” or “Sober October”, consumers tend to enjoy life without alcohol. To make sure not to miss out on any moments of pleasure,

¹ Source: IWSR Sparkling Wine. CAGR 2023-2028.

² Source: IWSR Sparkling Wine. CAGR 2023-2028.

³ Source: IWSR, 2023.

⁴ Source: IWSR, Global Trends Report 2024.

⁵ Source: IWSR, 2023.

numerous alternatives provide that certain tingling sensation even without alcohol. The selection of non-alcoholic additions to Cava, Sparkling Wine and Prosecco leaves no desires unfulfilled.

Ciao bella Italia! – Aperitivo, Prosecco and Dolce vita

Aperitivo - that's the moment when Italians glide into the evening after a day's work. A moment that stands for an incomparably southern, relaxed attitude to life. Aperitivo not only refers to the drink, the aperitif, itself, but also to the habit of meeting up with friends and acquaintances in the early evening during the long summer months for light alcoholic drinks and small, tasty snacks in bars in lively piazzas.



Freixenet



Freixenet strengthens its alcohol free portfolio

Freixenet, the global leader in sparkling wine, proudly announces the upcoming launch of new alcohol-free sparkling and still wines.

Freixenet Cordon Negro 0,0% and Cordon Negro 0,0% Rosé launch in the iconic black bottle, following suit with the recently relaunched Freixenet Cordon Negro Cava, to offer consumers a premium choice for alcohol-free celebrations. The launch includes a new generation of liquid development, crafted to delight consumers with excellent taste with only 30g/l of sugar and 15 calories/100ml.



The new Freixenet Cordon Negro 0,0% and Cordon Negro 0,0% Rosé will be introduced in the USA, France, and Poland, with a subsequent global rollout to follow, providing celebrators worldwide an elevated non-alcoholic sparkling wine experience.

In response to the growing consumer demand for health and moderation, Freixenet moreover proudly announces the upcoming launch of a new alcohol-free sparkling and still wine. The innovation will launch in the iconic "diamond bottle" and with the new brand image. Both ranges, still and sparkling, will come with low sugar (below 30g/L) and low calories product offer. Blue design elements on the bottle neck and on the front label characterize the non-alcoholic products in the Freixenet range.



Freixenet debuts a new era of sophistication with French Sparkling Wines

Freixenet, the global leader in sparkling wine, unveils an exquisite duo of French Sparkling Wines.

Made from the finest grapes, these crisp and charming, delicately hued wines perfectly express Freixenet's Mediterranean spirit with an unmistakably French elegance.

Available in Brut and Rosé, the Freixenet French Sparkling Wines are presented in arrestingly debonair bottles inspired by haute couture, a statement piece designed to elevate any occasion with effortless chic.



The range was first launched exclusively in the UK and Brazil with a campaign that transports its audience to the sun-kissed French Riviera, where sophistication meets joie de vivre. After a proven success with celebrators, the highly anticipated range is now available globally.

Freixenet Says “Cheers” to Young Adults

Freixenet, the world's leading sparkling wine brand, keeps building on its strategy of recruiting younger audiences to the sparkling wine category.

In 2024, Freixenet started its transformation by changing the logo, relaunching the packaging and introducing a new way of communicating the brand. “Cheers to Life” - a new campaign designed to resonate with young adults, redefines modern celebration by presenting Freixenet's sparkling wines as the perfect companion for fun, casual, social occasions. The campaign features a bold new look for Freixenet, reflecting a refreshed brand identity and the Mediterranean spirit of its tagline, “Cheers to Life.”



Launched December 2024 and rolling out globally in 2025, it targets 25-34-year-olds with a vibrant TV & digital film celebrating casual, joyful moments. Breaking away from the formality of traditional sparkling wine ads, the film captures the joyful moment when a Freixenet cork pops and gets the party started.



Mionetto

New Mionetto corporate logo: An evolution rooted in heritage

A new look for the Mionetto logo – this new symbol portrays the brand pillars as heritage, tradition, history and Italianess, telling a 137-year story through thoughtful design that highlights the premiumness of the brand and its fine character.

Inside the herald, inspired by original Mionetto symbols, conveys the diagonality, drawn by the string that once secured our earliest bottles and by the inclination of the Prosecco hills, the Valdobbiadene territory and the heritage of the founder's family. The orange color plays an important role representing the brand soul with its optimism, harmony, contemporaneity, and confidence.

Finally, the Italian identity is revealing itself through an impactful payoff that perfectly combines the land of origin and its foundation date.

This new design isn't just about looks - it's about bringing Mionetto's identity forward. Every detail celebrates Mionetto's family dedication to great winemaking, carrying our tradition into tomorrow. Connecting our past with the present and our vision for the future.



Unveiling the new Prestige Collection and Mionetto Aperitivo

The new Prestige Collection and Aperitivo Mionetto, planned for summer/autumn 2025, aims to enhance the brand presence and to elevate customer experience with new updates.

The entire Prestige Collection will have even more personality featuring better branding, with more focus on the brand name to deliver a more sophisticated and modern look, as well as premium finishing and a redesigned neck collar, where every detail has been carefully refined to refresh our Prosecco icon.



Finally, the Prestige Collection and Mionetto Aperitivo, in both alcoholic and non-alcoholic version, will adopt a special lighter bottle, to reduce the glass weight while offering both style and functionality.



Mionetto Aperitivo Kit rises to prominence

Mionetto 0.0% Alcohol Free Sparkling Wine registered great performances in the world of non-alcoholic wines.

Currently ranked 7th in the sparkling non-alcoholic category, our sparkling shows a growth trend that promises to further climb the rankings. Mionetto continues to gain market share, demonstrating its ability to innovate and satisfy the tastes of an increasingly discerning audience seeking quality alcohol-free alternatives.

With the aim of being the protagonist of the Spritz category, Mionetto crafted Mionetto Aperitivo in both alcoholic and non-alcoholic version and presented it last year at ProWein 2024. The Mionetto Aperitivo Kit is a success story on its own. Following its launch at the fair, the product experienced remarkable success and dynamic growth, with Poland, France, Germany and the USA emerging as key markets. 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.

An exclusive Italian and original Mionetto 100% natural flavors recipe based on citrus fruits and selected botanicals. Different but harmonious flavors that help draw its exclusive character and that combined with our Prosecco, give all the pleasure of a perfect Mionetto Spritz. Moreover, Mionetto Aperitivo Alcohol Free mixed with Mionetto 0.0% Alcohol Free Sparkling Wine, delivers all the pleasure of a light Spritz, ideal to be enjoyed anytime and anywhere.

Mionetto Aperitivo received the Just Drinks Product Launches 2024 Innovation Award. The alcohol-free variant has also earned recognition, winning both the Just Drinks Innovation Award 2024 and the Travel Retail Awards 2024, highlighting its market potential and innovative approach.



„Mionetto Aperitivo Spritz“ - Original

- 1) Pour ice cubes into a glass
- 2) Add 2 parts Mionetto Aperitivo
- 3) Pour in 3 parts Mionetto Prosecco DOC Treviso Brut
- 4) Add a dash of sparkling mineral water
- 5) Garnish with a slice of orange, stir and enjoy!



„Mionetto Aperitivo Spritz“ – less alcohol

- 1) Pour ice cubes into a glass
- 2) Add 2 parts Mionetto Aperitivo Non-Alcoholic*
- 3) Pour in 3 parts Mionetto Prosecco DOC Treviso Brut
- 4) Add a dash of sparkling mineral water
- 5) Garnish with a slice of orange, stir and enjoy!



„Mionetto Aperitivo Spritz“ – alcohol free

- 1) Pour ice cubes into a glass
- 2) Add 1 part Mionetto Aperitivo Non-Alcoholic*
- 3) Pour in 1 part Mionetto 0.0% Alcohol Free Sparkling Wine
- 4) Garnish with a slice of orange, stir and enjoy!



* Alcohol-free base for mixing cocktails

360° Mionetto Experience: Borgo Mionetto and Villa Morona de Gastaldis

Experience Mionetto with all your senses: at Borgo Mionetto, in the historic Valdobbiadene headquarters, a hospitality area and a renovated production site bring together tradition and future. A wine bar, a tasting bar, a conference room as well as a wonderful terrace overlooking the surrounding hills allow guests to immerse themselves in the Mionetto world. The visit continues to the over 15,000 m² various levels of the production site, descending to a depth of around 15 meters. A tour to the Prosecco DOCG hills and a stay at Villa Morona de Gastaldis completes the authentic Mionetto experience. In this amazing 18th-century villa, located just a few steps away from the historic winery headquarters, Mionetto guests can enjoy unforgettable tastings immersed in a refined environment and a truly unique setting. To complete a journey filled with conviviality, quality, territory, art, tradition.



Borgo Mionetto



Villa Morona de Gastaldis



Henkell

Henkell presents itself in a modern, premium & simplified design

Henkell has been uniting French cuvée artistry and German craftsmanship for over 160 years. It combines an impressive history with trend awareness and an international flair for fine beverages.

In 2025, Henkell will present itself in a modern, premium, and simplified design, while the iconic Red Ribbon is reimagined in a fresh & elegant way. Additionally, the unique Henkell lily, which was already introduced last year as a key brand asset in the Henkell logo, will take on a new prominent position on the capsule.



Quality meets aesthetics: The Henkell lily is a distinctive and iconic trademark with an H-shape inspired by the first letter of the Henkell name. As a symbolic link between France and Wiesbaden, the lily forges a strong connection with the brand's unique origins and references the brand roots.



Henkell presents new global campaign “Together since”

In a world that is constantly changing, some values remain timeless. With its new “Together since” campaign, Henkell, is celebrating 165 years of excellence in cuvée art, combining French inspiration with German craftsmanship.

Founded in 1856, Henkell has established itself as the only brand that perfectly combines these two cultures. Our sparkling wine creations are a sign of togetherness and shared moments in life. After all, what could be better than celebrating special occasions with the people closest to us?

The “Together since” campaign embodies the values of loyalty and tradition that Henkell stands for. It invites to celebrate life's precious moments, whether it's a festive occasion, a cozy evening with friends or a romantic dinner for two. Henkell sparkling wine is the perfect companion for all these special moments, creating memories that last a lifetime.

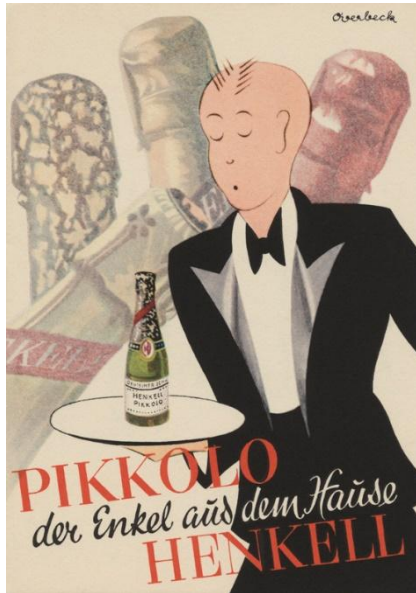
Every bottle of Henkell tells a story – a story of togetherness, friendship and unforgettable experiences and of honoring the experiences you have shared.

Celebrate tradition and the art of being together with us. Let's toast to the past, the present and all the special moments yet to come. “Together since” – with Henkell, the sparkling wine that brings people together.



Henkell Piccolo celebrates 90 years

For 90 years, Henkell Piccolo has stood for stylish sparkling wine enjoyment in a practical size. In 1935, Karl Henkell, grandson of company founder Adam Henkell, took a bold step: he launched his branded sparkling wine Henkell Trocken in the handy 200 ml sparkling wine bottle for the first time. A revolutionary idea at the time! Inspired by the Italian word “piccolo” for “small”, Henkell gave his invention the Germanized name “Pikkolo” and had the name protected under trademark law. In the spirit of internationalization, Piccolo returned to the Italian spelling. At the beginning of the reconstruction phase in Germany after 1945, Otto Henkell specifically promoted the sale of the small bottle - and thus set a trend: at a time when the financial resources of many households were limited, the Piccolo represented an affordable alternative. For a long time, opening a whole bottle of sparkling wine was reserved for the highest and most festive occasions.



As the Germans' propensity to consume slowly increased again, they turned to the familiar Henkell products with preference. The Piccolo became an integral part of sparkling wine culture and established itself as a pioneer for special enjoyment in smaller quantities. The Piccolo became a bestseller during the economic miracle years of the 1950s.

In the 1960s, Piccolo alone accounted for around a third of Henkell's total bottle sales. Collaborations, for example with Lufthansa, further strengthened its position. To this day, Henkell Piccolo has successfully maintained its position in the market and encourages spontaneous purchases: with sales growth of 33.1% compared to the previous year, Henkell Piccolo 2024 recorded much more dynamic growth than the entire German sparkling wine market⁶.

Over the years, Henkell Piccolo has constantly evolved, especially visually - from minor to major adjustments to the bottle design, which underlines the brand's premium claim. To mark its 90th anniversary, the Piccolo now has a new, contemporary look that harmoniously combines tradition and modernity. Proven elements such as the red ribbon or the Henkell lily are retained in a modern interpretation. The iconic small bottle thus retains its high level of recognition.



⁶ Circana Handelspanel, LEH>=200qm+HD+C&C+GAM, Sekt/Champagner Marken (exkl. HM, Aldi, Lidl), 200ml Varianten, Henkell, Absatzveränderung in %, Jahr 2024 vs. VJ

Champagne Alfred Gratien



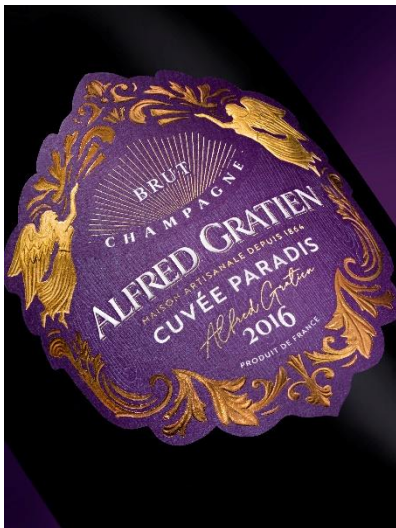
The emblematic cuvée from the house of Alfred Gratien opens new horizons

After a year celebrating 160 years of excellence, Champagne Alfred Gratien unveils the new packaging for its emblematic Paradis cuvée, which will be presented for the first time at Wine Paris 2025.

Through its two cuvées Paradis Brut and Paradis Rosé, Alfred Gratien highlights its unique winemaking process and pays tribute to the magic that emanates from its century-old cellars: *La part des anges*, a reference to the part of the wine that evaporates naturally from the barrel as the bottles age. Through this new identity around the Paradis cuvées, the House is working to fully express its singular style.



Elegance, refinement and authenticity are the key words guiding the development of this new visual identity. Every detail has been thought out and worked on to sublimate the Paradis cuvées that make Alfred Gratien such a singular and audacious house:



A distinctive, vibrant color: violet. Both spiritual and creative, this color - at the extreme end of the visible spectrum - symbolizes the link between the visible and the invisible.

The crown, the iconic symbol of the House, features the guardian angels of the Paradis cuvées, a subtle allusion to the angels' share and the resting time of the House's champagnes in the cellar.

L' empreinte du bois (The imprint of wood): The label is embossed with the veins of wood, delicately symbolizing the fermentation of the wines in oak barrels.

A refined, elegant box for the traditional gift circuit.



GRATIEN MEYER

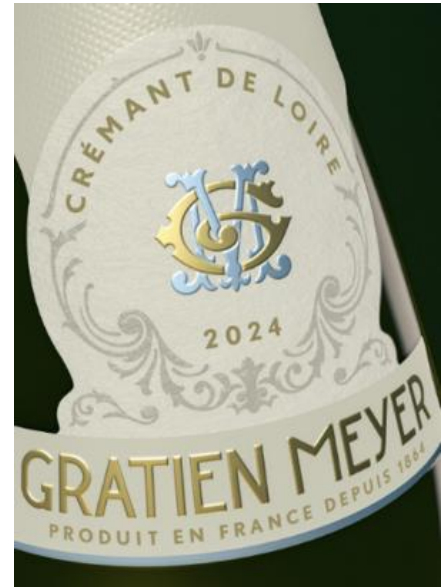
Gratien Meyer

Gratien Meyer reveals its new design and pays tribute to the Loire Valley

Gratien Meyer crémant cellars were founded in Saumur in 1864. It is one of the oldest wineries in the region of Loire, and produces outstanding crémant, high-quality French sparkling wines.

Perched high above the Loire Valley, in an Art Deco cellar carved out of the tufa stone, Gratien Meyer age their crémant for almost a year. This pale beige tufa stone was used to build the region's many châteaux and now provides the cellars with the best cool place to age the wines and preserve the beautiful bottle from curious eyes.

With this relaunch, Gratien Meyer pays tribute to this traditional and ancestral local stone and establishes a bold presence within the crémant category and aims to further accelerate its growth.



The new design introduces a variety of significant changes:

The creamy color of the cap & labels, is directly inspired by the color of the tufa stone, also echoes to the name "crémant" that came from the word "crèmeux" in French (creamy).

The typography of the new logo is directly inspired by the letters engraved at the top of the cellars entrance building.

The GM monogram has been restored, thanks to the discovery in the company's archives of documents on which this monogram already appeared end of the 19th century.

The elegance and premium quality of this new packaging is the perfect setting for Gratien Meyer's Loire's fine wines, available from the 2025 season onwards in brut and brut rosé versions.





SCHLOSS JOHANNISBERG

Schloss Johannisberg

250th anniversary of Spätlese: Life gives gifts to those who come too late

The year 2025 marks the 250th anniversary of Spätlese that is one-of-a-kind story: In 1775, a courier sets off on horseback on the long journey to Fulda, his saddlebags filled with Riesling grapes from the Johannisberg vineyards. His task was to deliver the grapes to the Prince-Abbot of Fulda so that he could assess the ripeness and high quality of the grapes and issue a harvest permit for the monks. The courier is expected back at Schloss Johannisberg a week later. However, he is delayed by three weeks and thus unwittingly contributes to recognizing the value of a late harvest.

By delaying the harvest, the grapes became riper every day and the sugar content increased. In addition, the Botrytis fungus, the then unknown noble rot, was spreading on the grapes. The fungus perforates the grape skin and water can evaporate. This results in a concentration of sugar and aromatic substances in the berries. When the monks finally received permission to harvest the grapes in 1775, they saw only supposedly rotten grapes and feared for the quality of the wine. However, they were rewarded for their wait and what had begun as a disaster turned out to be a great discovery: the wine from these late-picked grapes was a firework of sweetness and fullness. The Spätlese was born.

Stay tuned and look forward to the year in which everything will revolve around the Spätlese!



Cuvée 100 Spätlese

A unique wine was created to mark the 250th anniversary of the Spätlese. The grapes used to produce the late harvest come from the centre of the vineyard, which enjoys the best sunshine. This results in highly ripe grapes with pronounced fruit and a strong sweetness.

Together with the typical Riesling acidity, they produce wines with great ageing potential. The Spätlese wines are stored deep in the over 900-year-old cellar of Schloss Johannisberg in the 'Bibliotheca subterranea' treasure cellar.

We selected favourites from each decade back to the 1915 vintage and blended them into a new, non-vintage late harvest, which will be launched on the market in the anniversary year as Schloss Johannisberg Ex Bibliotheca Cuvée 100 Spätlese. It is intended to express the great ageing potential of the Schloss Johannisberg Spätlese from the last 100 years.



The cuvée is strictly limited and all the base wines come from the Bibliotheca Subterranea, the underground treasure trove of the winery, which is recognised as the first Riesling winery in the world. Each bottle is delivered in a decorative wooden box, together with a brochure about its history and the underlying vintages.

The cuvée has a harmonious balance of subtle sweetness and surprisingly fresh acidity and is pleasantly savoury and spicy. It is an exceptional drinking experience in any case, and the maturity of a great Riesling cannot be compared to anything else in the world.

Grünlack Spätlese Alcohol Free

Kolonne Null, a pioneer in the premium segment of non-alcoholic wines, and the traditional VDP winery Schloss Johannisberg are proud to announce the development of a ground-breaking creation: the first non-alcoholic edition of the legendary Grünlack Spätlese.

This special edition is a milestone in wine history and the result of combining centuries of winemaking tradition with state-of-the-art dealcoholization technology. Grünlack Spätlese has been produced at Schloss Johannisberg since 1775. Now, 250 years later, it is available in a sophisticated alcohol-free version, setting a new benchmark for quality and innovation in the industry.

This exclusive collaboration marks a turning point in the development of high-quality non-alcoholic wines. For the first time, it has been possible to dealcoholize a mature Riesling Spätlese while preserving its exceptional taste.



The result is an outstanding wine of unique balance – a wine that pushes the boundaries of what was previously thought possible in non-alcoholic winemaking.

The non-alcoholic Grünlack Spätlese 2012 vintage will be officially presented at ProWein 2025. It will be available in limited editions in standard (750ml) and magnum (1.5L) format.

News From The Markets



Fürst von Metternich

Germany: Fürst von Metternich Relaunch

Fürst von Metternich shines in a new, even more elegant design from late summer. With a stylish redesign, Fürst von Metternich is once again underlining its outstanding position as a leading premium sparkling wine brand.

The relaunch focuses on an even stronger staging of the icon and gives it an incomparable radiance. The medallion has been elaborately refined and has an even more pronounced feel, embodying the timeless elegance and historical value of Fürst von Metternich in a unique way. The new design is rounded off by a matt capsule and a purist neck bow in a harmoniously coordinated color. This sophisticated tone-on-tone reduction ensures optimum differentiation of the varieties, making each variant even more clearly recognizable and further sharpening the visual identity of the brand.



Germany: Fürst von Metternich launches Winzersekt

Fürst von Metternich, number one in the premium market segment⁷, stands for pure German sparkling wines and sparkling wine enjoyment at the highest level. With the launch of the Winzersekt, Fürst von Metternich has created a premium companion for numerous occasions and sets an impressive example for incomparable quality and enjoyment at the highest level. It is made from selectively hand-picked grapes, which come exclusively from the renowned vineyards around Johannisberg. After gentle pressing, in which only the highest quality middle run was used, the wines were fermented at 17°C in stainless steel tanks. Before being bottled, they were first left to ferment on the lees and then on the fine lees. Traditional bottle fermentation gives the sparkling wine its fine perlage and characteristic taste.



⁷ Circana Handelspanel, LEH \geq 200qm+HD+C&C+GAM, Premium-Sekt (durchschn. Regalpreis \geq 7,00€ Teilmärkte: Sekt/ALF Schaumwein/Cava/Asti/Crémant/Prosecco Spumante), Absatzranking in Tsd. 1/1; Jahre 2020-2024

Fürst von Metternich Winzersekt Riesling impresses with its stimulatingly fresh taste and juicy yellow fruit. The harmonious acidity and straightforward finish make this sparkling wine a special treat.

Fürst von Metternich Winzersekt Chardonnay impresses with its cool, fresh aroma. It delights the palate with a finely sparkling and well-integrated perlage. The bouquet convinces with delicate aromas of green apple and lemon zest.

The fruity Fürst von Metternich Winzersekt Spätburgunder Rosé shines in the glass in a bright and brilliant salmon pink. It presents itself with fine hints of strawberries and raspberries, but aromas of peach and a hint of blossom are also perceptible.

The Fürst von Metternich Winzersekt not only impresses with its taste, but also attracts everyone's attention visually: the special bottle shape impresses with its simple and elegant look. The bottle also features the eye-catching Fürst von Metternich medallion and an elegant satin ribbon: first-class quality and an appealing design come together here. RRP: 19,99€.

Germany: Fürst von Metternich launches Grauburgunder

Addition to the sparkling wine shelf: With the launch of Fürst von Metternich Grauburgunder, Germany's leading premium sparkling wine brand is expanding its range with another variety.

With the launch of Fürst von Metternich Grauburgunder, Germany's leading premium sparkling wine brand is adding a promising new variety to its exquisite range. This creation follows on from the successful online-only limited edition from 2019 and adds another facet of sophisticated enjoyment to the portfolio. Grauburgunder is one of the five trend grape varieties⁸ and is inspiring a new target group with its complex interplay of aromas.

The nose reveals delicate aromas of peach and apricot, which are clear and puristic in expression. The aroma is accompanied by a light floral note with a fine noblesse. The finely sparkling and well-integrated perlage is a delight on the palate. On the palate, the premium sparkling wine is dry with a lively and refreshing acidity on the finish, which offers a complex taste experience in combination with the fine mousseux.

Fürst von Metternich Grauburgunder sets new standards not only in terms of taste, but also visually: the elegant matt gray bottle gives the product a striking presence on the shelf and is guaranteed to attract attention.

Fürst von Metternich Grauburgunder will be available in stores and in the Henkell Freixenet online store from July at an RRP of €9.99.



⁸ IWSR Wine Landscape 2024

Germany: Relaunch Freixenet Premium Sparkling Wine Range



Freixenet, the world market leader in the sparkling wine segment, presents the next step in the evolution of the brand: A new design for the entire range. The new label design underlines the quality of the brand and once again strengthens its position in the sparkling wine market with the new brand logo. This is based on the design of Freixenet Cordón Negros, the world's best-selling cava. Freixenet's new look will go on sale in the second half of 2025. At the same time as the relaunch, the product will be available in a weight-reduced bottle for easier handling.



Germany: Launch Freixenet Mía 0.0%



Mía is presenting two new non-alcoholic additions to its wine range from March 2025: Freixenet Mía 0.0% Blanco and Freixenet Mía 0.0% Rosado. With these two new creations, the brand is introducing two high-quality non-alcoholic alternatives that combine enjoyment and lightness, thus serving a current trend: the market for non-alcoholic wines has recorded average sales growth of +29% since 2019⁹.

The modern look of the non-alcoholic wines picks up on the iconic mosaic elements of the Freixenet Mía design, creating a high level of recognizability at the POS. The Blanco and Rosado varieties impress with harmonious, fruity aromas, 0.0% alcohol and a low calorie count of 15 calories per 100 milliliters for Freixenet Mía 0.0% Blanco and 18 calories per 100 milliliters for Freixenet Mía 0.0% Rosado - perfectly tailored to the needs of a health-conscious target group.

At the 3rd Mundus Vini Non-Alcoholic competition, Freixenet Mía Rosado 0.0% was honoured with the special award "Best of Show Rosé in retail markets". Additionally, Freixenet Mía 0.0% Rosado was awarded the Gold medal at Mundus Vini Spring Tasting 2025.



⁹ Circana Handelspanel, LEH>=200qm+HD+C&C+GAM, Wein Alkoholfrei, Umsatz in Tsd. EUR, CAGR 2019-2024, MAT Nov. (44-47)

Germany: Freixenet Wine Collection



As an international brand, Freixenet attaches particular importance to continuously developing its products and adapting them to current trends and customer needs. The new design of the Freixenet Wine Collection is therefore particularly evident in its modern, minimalist look and optimized colour scheme and follows the brands relaunch that was presented last year.

The Sauvignon Blanc and Rosé varieties are distinguished by a new font color that is coordinated with the label, creating a uniform and elegant appearance. The Cabernet Sauvignon has undergone the biggest change: the label now appears in a deep red instead of the previous color black. This makes the bottle stand out even more on the shelf and ensures increased stopping power for consumers, even from a distance. In addition, the revised Freixenet logo, which can already be found on the bottles of Freixenet sparkling wines, now also adorns the labels of the Freixenet Wine Collection. It is inspired by the Freixenet headquarters in Sant Sadurní d'Anoia and conveys an elegant aesthetic with its clear lines. The high-quality vignette on the neck of the bottle highlights the vintage of the wine. The Freixenet coat of arms prominently integrated into the label and neck ring underlines the tradition and quality of the wines.



The wines in the new-look Freixenet Wine Collection will be available from March 2024 in all standard retail channels and in the Henkell Freixenet online store.

Germany: Söhnlein Limo meets Secco



Fine sparkling Secco meets the tangy freshness of lemonade: In the handy 0.275-liter bottle, Söhnlein Limo meets Secco offers uncomplicated enjoyment for spontaneous moments with a light alcohol content (5.5 % vol.). The innovation thus serves several trends at the same time: not only has "out-of-home" use in food retail recorded growth of +2 % compared to the previous year¹⁰, but sales

¹⁰ Mafowerk, RTD Premix, Juni 2023

of alcoholic RTDs have also been rising for five years now¹¹. The twist-off crown cap makes Limo meets Secco easy to open and reseal. Light, refreshing and full of joie de vivre: Limo meets Secco is the ideal companion for relaxed summer evenings, after-work get-togethers or picnics. Available from May 2025 in the flavours lemon, refined with yuzu and pomegranate, refined with lime. RRP: €1.69.

Germany: Gorbatschow Mixed Berry



All eyes on Berry! With the launch of Gorbatschow Mixed Berry, Germany's No. 1 vodka¹² is expanding its existing RTD range. Ice-cold purity meets the unadulterated power of fruity wild berries - a combination that immediately refreshes and inspires. In an attractive can design, the new product is intended to encourage purchases and increase the range of buyers. With its attractive can design, Gorbatschow Berry sits perfectly alongside the other Gorbatschow mixes, which are already among the best-selling vodka RTDs¹³.

Germany: Mangaroca Batida Relaunch



High-quality, modern, eye-catching: From July 2025, Mangaroca Batida presents itself in a new packaging design. The new Brazilian parrot logo with a touchable feathering look and new golden palm fronds as well as a turquoise bottom label ensure higher stand out in the shelf and target group appeal and create attention and premium appearance. Waves symbolize the Brazilian beach world and refresh the iconic black label shape. A coconut icon with "The Kiss of the Coconut" slogan enables quick flavour identification. Applications of special brushing and embossing techniques imitate the palm leaf and the coconut shell structure.

¹¹ BSI, Daten aus der Alkoholwirtschaft 2024

¹² Source: Circana Handelspanel, LEH>=200 qm+HD+C&C+GAM, Wodka Markenranking nach Absatz, Absatz in Tsd. 1/1, Jahr 2024

¹³ Source: Circana Handelspanel, LEH>=200qm+HD+GAM+C&C, Mix Wodka Markenranking (ohne HM) nach Absatz, Absatz in Tsd. 1/1, Jahr 2024

Germany: Mangaroca Batida Piña Colada Kiss Limited Edition



Summer is coming! Just in time, the new edition of the successful limited edition Mangaroca Batida Piña Colada Kiss cult coconut liqueur will be conjuring up that Brazilian Copacabana feeling in your glass again from March. Whether pure on the rocks or as a Frozen Colada Kiss - the tropical drink is a versatile summer companion and scored highly last year with its strongest performance of all Mangaroca Batida Limited Editions to date.¹⁴

UK: Launch of Baker Street Wine Co.



Freixenet Copestick are delighted to launch a new brand into its portfolio - Baker Street Wine Co. The brand currently includes 3 skus- a Red, White and Rosé, all of which are Australian blends.



The Baker Street Wine Co. range is aimed at encouraging a younger shopper (under 45) into the still wine category. It focuses on appealing to consumers by taking the complexity out of wine with easy to understand products and a slightly sweeter style liquid. The brand has been designed to appeal to both male and female shoppers.

Baker Street's Wine Co.'s unique look has been designed to create intrigue and mystery amongst customers and to stand out on shelf.

Each wine is packaged in an elegant frosted glass bottle. The wine labels are adorned with glow in the dark inks revealing secret symbols.

The back labels also include a secret message for consumers to decode and a QR code for people to scan and find out more about the story behind the Baker Street Wine Co. It really is a case like no other...

¹⁴ Source: Circana Handelspanel, LEH>=200qm+HD+GAM+C&C, Cocos-/Sahneliköre, Mangaroca LTEs: Mango Kiss: Apr, 21 (14-17)-Oct, 22 (40-43); White Chocolate Kiss: Sep, 22 (35-39)-Mar, 23 (09-13); Pina Colada: Mar, 24 (09-13)-Sep, 24 (35-39), Absatz in Tsd. 1/1



Czechia: Bohemia Mini



Get the party started with Bohemia MINI to the max!

Whether you're at a party, on a trip or just enjoying the company of your friends, you'll appreciate the harmonious subtle taste and fresh, floral aroma of Bohemia MINI everywhere.

Thanks to its MINI size, it won't take up much space in your handbag or fridge, it cools faster than a bottle and you can open it with one finger.

Stylish fun with MINI on MAX? Anywhere.

Hungary: New look



Hungaria, one of Hungary's most popular bottle-fermented sparkling wine brands, is launching a new look that emphasizes style and elegance even more. Only a true style icon can pull off such a renewal!

True to the Hungaria brand slogan – Sparkling wine differently – it has taken on an even more modern, stylish and clean character. The new, unconventional label design reflects Hungaria's uniqueness, and the blue colour that defines the brand captivates with a much more prominent appearance than before.

The redesign aims to present sparkling wine, which is a stylish accessory in itself. It elevates everyday enjoyment to the level of luxury, because sparkling wine is a way of life! Hungaria sparkling wines have been sparkling in the Hungarian contemporary art and fashion world for years. Where else could the renewal of the product have been presented in a more stylish way than among fine artists, where uniqueness defines the works.

One of the leading European studios in branding and image design, the London-based Hunt Hanson design office, participated in the creation of the new look and label of Hungaria sparkling wines.



Poland: Lubuski Gin Sweet Grapefruit & Fresh Lime



Flavoured gins are the most dynamically developing segment of the gin category. The Lubuski brand has developed a rich offer of flavoured versions in its portfolio. Lubuski Gin Fresh Lime refreshes with a crispy citrus taste, with delicate notes of juniper. Lubuski Gin Sweet Grapefruit tempts with sweet-bitter notes of citrus and juniper and delights with an amazing colour. Recently, new versions of gins have been offered: in the flavours of black cherry and pineapple & guava. Flavoured gins go perfectly with soft drinks, fruits and spritzers, creating unique and refreshing cocktails.

Slovakia: Hubert



Hubert de Luxe is introducing a non-alcoholic version of their popular sparkling wine. This new offering will allow more people to enjoy the iconic taste of Hubert de Luxe without the alcohol, making it perfect for various occasions, from afternoon gatherings to celebrations. Available in April 2025.

Awards

Henkell Freixenet has once again received numerous awards for its high-quality products. At various international competitions, they have been honored for their excellent quality. At Berlin Wine Trophy Winter Tasting 2025 and Mundus Vini Spring Tasting 2025, the portfolio was awarded three Grand Gold awards and 44 Gold awards as well as several “Best of Show” awards.

Highlights to be named:

- **Alfred Gratien Millésimé 2009**¹⁵ (Mundus Vini: Grand Gold; Berlin Wein Trophy: Grand Gold)
- **Alfred Gratien Cuvée Paradis 2015**¹⁶ (Mundus Vini: Grand Gold, Best of Show Champagne Vintage; Berlin Wine Trophy: Gold)
- **Freixenet Prosecco DOC**¹⁷ (Mundus Vini: Gold, Best of Show Prosecco in Retail Market)
- **Freixenet Italian Rosé Sparkling**¹⁸ (Mundus Vini: Gold, Best of Show Rosé Sparkling Wine Italy)
- **Freixenet Rosé 0,0%**¹⁹ (Mundus Vini: Gold)
- **Freixenet Mía Rosado 0,0%**²⁰ (Mundus Vini: Gold)
- **Mionetto Prosecco DOC Rosé Extra Dry Luxury Collection**²¹ (Berlin Wine Trophy: Gold)
- **Fürst von Metternich Winzersekt b.A. Chardonnay**²² (Mundus Vini: Gold, Best of Show Germany Sparkling Wine; Berlin Wine Trophy: Gold)

Additionally, **Freixenet Alcohol Free 0,0%** (Best of Show Sparkling in retail markets 2025) and **Freixenet Mía Rosado 0,0%** (Best of Show Rosé in retail markets 2025) have been honoured at the 3rd Mundus Vini Non-Alcoholic award.



¹⁵ Lot number: 21 151

¹⁶ Lot number: 23 311

¹⁷ Lot number: 4 316 52

¹⁸ Lot number: 5 027 41

¹⁹ Lot number: 24 305

²⁰ Lot number: 25 028

²¹ Lot number: 4 243 38

²² Lot number: 24 017

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