



HENKELL FREIXENET

MAKING LIFE SPARKLE

PRESS RELEASE

HENKELL FREIXENET UNVEILS NEW GLOBAL CORPORATE DESIGN

Evolved logo and new claim sharpen the profile of the world's leading sparkling wine company

Wiesbaden, 25 August 2026 – Henkell Freixenet is unveiling its new corporate design. The evolved corporate logo and the new claim, “Making Life Sparkle”, sharpen the company’s profile and strengthen the shared identity of the international Group. The new design will be rolled out gradually across all markets worldwide, starting today.

Over the past years, Henkell Freixenet has continuously strengthened its international position. Today, the Group has its own subsidiaries in 38 markets, while its brands and products are available in more than 130 countries worldwide. The evolved corporate logo and the new claim, “Making Life Sparkle”, give this international presence a modern visual and verbal expression and reinforce the shared identity of the global team. The existing brand and product names, as well as their respective market identities, remain unaffected by the corporate design relaunch.



At the heart of the evolved logo remains the iconic “X”, which has connected Henkell and Freixenet since the two companies joined forces in 2018. It is now framed by flowing lines that reflect different facets of the company – from the Mediterranean sun and the rolling hills of its vineyards to the Group’s distinctive sparkling DNA and



HENKELL FREIXENET

MAKING LIFE SPARKLE

expertise. A shared typeface also brings the Henkell and Freixenet names visually closer together.

The new claim, **"Making Life Sparkle"**, captures the company's mission: through internationally strong brands and a broad portfolio of alcoholic and alcohol-free products, Henkell Freixenet creates meaningful moments for consumers around the world.

"Our new design makes visible what defines Henkell Freixenet: the combination of heritage and tradition with innovation and global reach, guided by a strong commitment to our shared values," says Dr Andreas Brokemper, CEO of Henkell Freixenet. "'Making Life Sparkle' is a powerful claim: it reflects our mission and expresses our ambition to create meaningful moments that are remembered."

The new corporate identity will be introduced gradually across the entire Group and throughout all international markets, starting today.

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 accompany 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 crafted products. Making Life Sparkle!

For further information www.henkell-freixenet.com

Press Contact:

Henkell Freixenet
Vanessa Lehmann
Head of Communications
Biebricher Allee 142
65187 Wiesbaden
T. +49 (0)611 63 210
E. vanessa.lehmann@henkell-freixenet.com