HENKELL FREIXENET

MAKING LIFE SPARKLE

PRESS INFORMATION

FREIXENET ADDS A PERSONAL TOUCH TO CHRISTMAS GIFTING AT BARCELONA AIRPORT T1

Barcelona, November 2026 – Freixenet is bringing festive tastings and personalized gifts to Terminal 1 at Josep Tarradellas Barcelona-El Prat Airport for the third consecutive year. Running from 29 October 2026 through the end of January 2027, the elegantly designed, premium activation invites travellers to discover the Freixenet range, taste products and add a personal touch to their purchases at the popular Freixenet Ribbon Bar. New this year are personalized gift postcards.

"We are excited to bring this activation to life with Avolta for the third consecutive year," says Ramon Olive, Head of Sales, Global Travel Retail at Henkell Freixenet Global Export. "Travellers can discover our products, enjoy a tasting and create a gift with a personal message. It is a simple way to make Christmas gifting more special and bring 'Making Life Sparkle' to life in Global Travel Retail."

The activation is located next to its previous space, where it is easier for arriving travellers to spot. Its iconic bell adds to the festive atmosphere, sparking curiosity and inviting shoppers to stop and explore.



The Freixenet Ribbon Bar invites travellers to explore the brand's premium portfolio, from Freixenet Prosecco and Cordon Negro, the world's best-selling cava, to Cordon Rosado and Freixenet Vintage. Alongside these favourites, shoppers can discover new innovations including the Freixenet Mallorca Limited Edition and Freixenet Solare. With its own dedicated display, Solare – one of the brand's key innovations in 2026 – takes centre stage, inviting travellers to discover Freixenet's Mediterranean aperitivo.

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The popular Ribbon Bar returns this year, allowing customers to personalize their bottles with a decorative ribbon featuring a custom message. A name, special date, travel destination or meaningful city can turn a bottle into a thoughtful gift. New for this edition, shoppers can also create personalized gift postcards – adding another personal touch to Christmas gifting.

About Henkell Freixenet

As an international group of companies, Henkell Freixenet is the global market leader for sparkling wine. The unique brand portfolio of Prosecco, Cava, Sekt, 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 crafted products. Making Life Sparkle! For further information www.henkell-freixenet.com

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