



HENKELL FREIXENET

MAKING LIFE SPARKLE

PRESS INFORMATION

A GOLDEN SUMMER FOR FREIXENET SOLARE: MEDITERRANEAN APERITIVO WINS ISC GOLD AND RED DOT DESIGN AWARD

Wiesbaden, August 2026. Just months after its launch in March 2026, Freixenet Solare has received two prestigious international recognitions: the International Spirits Challenge (ISC) Gold Medal 2026 and the Red Dot Award 2026. The awards recognize both the quality of the liquid and the distinctiveness of its packaging design. Together, they underline Freixenet Solare's successful entry into the aperitivo category and its strong appeal among both consumers and industry experts.



Developed to bring a fresh Mediterranean perspective to the growing aperitivo segment, Freixenet Solare is made with 100% natural flavours and offers a refreshing, modern choice for the relaxed celebrations driving the global spritz macrotrend. Complementing the alcoholic variant, the range has also been available as an alcohol-free version since June 2026.

Receiving both awards so soon after launch reinforces Freixenet Solare's premium positioning and reflects Freixenet's continued commitment to category innovation and consumer-led product development.

"The aperitivo category continues to evolve, with consumers actively seeking new experiences beyond established choices", says Martina Obregón, Chief Marketing Officer at Henkell Freixenet. "With Freixenet Solare, we set out to craft a modern Mediterranean aperitivo defined by exceptional taste and equally exceptional design. Earning recognition on both fronts within months of launch is a powerful validation of the brand's vision- and a testament to the team behind it."



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About the Awards

The International Spirits Challenge (ISC) is one of the spirits industry's most respected competitions, with products evaluated through a rigorous blind-tasting process by an international panel of experts.

The Red Dot Award is among the world's leading design competitions, with an international jury recognizing outstanding achievements in product design and innovation.

About Freixenet

Freixenet is the world's leading Cava brand with roots going back to more than 150 years. Depth knowledge of winemaking combined with entrepreneurial vision has accompanied Freixenet through history until today. Cordon Negro and Carta Nevada are iconic Freixenet products leading the brand and selling Cavas following the traditional method in 130 countries worldwide. With the spirit of innovation, Freixenet is constantly driven to discover new trends and offer consumers products that exactly meet their needs. Latest innovations of the brand include Freixenet Prosecco, Italian and Spanish Still Wines and Freixenet Solare, its Mediterranean aperitivo - representing no longer just Cava but a complete Mediterranean lifestyle.

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 crafted products. Making Life Sparkle! For further information www.henkell-freixenet.com

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