



HENKELL FREIXENET

MAKING LIFE SPARKLE

PRESS INFORMATION

TFWA CANNES 2026: HOW HENKELL FREIXENET MAKES TFWA CANNES SPARKLE

Freixenet Solare and Mionetto Orange Spritz Ready-To-Drink debut in new can formats alongside Gratien Meyer premium Crémant offer and Freixenet Diamond Range.

Wiesbaden, September 2026 - Henkell Freixenet will present a broad portfolio of new products and refreshed ranges at the TFWA World Exhibition & Conference in Cannes from 27 September to 1 October 2026. Highlights include Freixenet Solare, Mionetto Orange Spritz Ready-to-Drink, the Freixenet Diamond range and the renewed Gratien Meyer Crémant portfolio.

Global Travel Retail is a strategic growth channel for Henkell Freixenet, offering a powerful platform to build the international reach of its brands, recruit new consumers and create distinctive moments of discovery. The company is focusing its Global Travel Retail offer on four channel-relevant growth areas: premium sparkling wine, aperitivo and spritz occasions, convenient single-serve formats and alcohol-free alternatives. The company plans to build these segments through Freixenet and Mionetto, supported by closer collaboration with airport, airline and cruise retail partners.

"At TFWA Cannes, we want to show our partners how premium brands can respond to changing traveller occasions," says Ramon Olive, Head of Sales GTR at Henkell Freixenet Global Export. "Freixenet Solare Spritz and Mionetto Orange Spritz bring established brand equities into convenient single-serve formats, while Gratien Meyer Crémant and Freixenet Diamond, including Diamond 0.0%, broaden the premium choice across alcoholic and alcohol-free occasions."



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FREIXENET SOLARE: A MEDITERRANEAN APERITIVO TO “TASTE THE SUN”

Freixenet Solare, the Mediterranean aperitivo launched by Freixenet in 2026, will be one of the key highlights at the booth. Crafted with Spanish lemon, clementine, rosemary and complementary botanicals, and made with 100% natural flavours, Freixenet Solare brings a fresh Mediterranean perspective to the global spritz trend. The range offers a refreshing, modern choice for the relaxed celebrations that are driving the spritz macrotrend globally. The campaign heroes the Freixenet Solare Spritz and invites consumers to “Taste the sun” in every sip. The 3-2-1 signature serve includes ice, 3 parts Freixenet Sparkling, 2 parts Freixenet Solare, 1 part sparkling water, and lemon to garnish. Alongside the alcoholic version, Freixenet Solare Alcohol-Free provides an alcohol-free option as well.



The innovation has already attracted industry attention: The product was just awarded with a Gold Medal by the International Spirits Challenge (ISC) as well as the Red Dot Award 2026. Additionally, Freixenet Solare has been shortlisted as a finalist in the Spirits Product of the Year category at the Frontier Awards 2026 and Freixenet Solare Alcohol-Free as finalist in the Travel Retail Awards 2026 in the categories Best Low & No-Alcohol Product.



New in Cannes: Freixenet Solare Spritz Ready-to-Drink. The Mediterranean spritz will debut in a can format available from October onwards, meeting growing demand for convenient, single-serve options suited to travel, discovery and on-the-go enjoyment. With a bold, distinctive look and feel that reflects the visual identity of Freixenet Solare, the concept also demonstrates strong consumer appeal, achieving scores of up to 89% among younger consumers¹.

¹ Source: Kantar, RTD consumer research, final report, March 2026, Germany & US



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FREIXENET DIAMOND RANGE: PREMIUM SPARKLING AND STILL WINES WITH AND WITHOUT ALCOHOL

Freixenet will present its Diamond range in both alcoholic and alcohol-free expressions, showcasing the brand's ability to combine a strong visual signature with evolving consumer needs.

The iconic diamond bottle gives the range a distinctive presence in the premium sparkling wine segment.



The alcohol-free expression, Freixenet Diamond 0.0%, is a super-premium sparkling wine made from selected Italian grapes and gently dealcoholised. With its fresh, balanced taste, refined aromas and crisp finish, it is positioned at the top end of the alcohol-free segment and offers a premium option for consumers who want to participate in celebratory moments without alcohol.



MIONETTO ORANGE SPRITZ READY-TO-DRINK IN A CAN: ITALIAN SPRITZ ON THE GO

Mionetto, the world's leading Prosecco brand, will present a versatile product range in Cannes. Highlights include Mionetto Prosecco DOC Treviso, Mionetto Aperitivo for mixology and Orange Spritz Aperitivo Ready-to-Serve. On this occasion, the latest evolution of Orange Spritz Aperitivo will be unveiled: its new canned version, designed for enjoying a Spritz on the go.



Designed for occasions such as outdoor events, travel retail, cruises and resorts, the new product expands the existing range, which already includes 750ml and 200ml formats.

Crafted in Italy with Mionetto sparkling wine experience and made with 100% natural flavors and a low abv of 5%, the recipe balances refreshing orange notes, aromatic herbs and spices, delicate bitter nuances and floral sparkling wine aromas. It delivers a premium and easy-drinking spritz experience without compromise.



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MIONETTO LUXURY COLLECTION GOES ORANGE

The Luxury Collection represents Mionetto's highest oenological expression of the Prosecco Superiore DOCG, a territory where the winery has been deeply rooted since 1887. Combining exceptional quality with sophisticated design inspired by the tradition of Venetian glass masters, this project celebrates both the region's winemaking excellence and the artistry of glass craftsmanship renowned worldwide.

This Collection has been reimagined with a refined texture, a striking 3D embossed logo, an elegant orange capsule, and a foil-embossed crest-elements that enhance prestige, brand recognition, and visual identity. This new design graces two iconic references: Valdobbiadene Prosecco Superiore DOCG Brut and Valdobbiadene Superiore di Cartizze DOCG. The Luxury Collection



resonates with a sophisticated audience looking for the pinnacle of Italian sparkling wine. Elegant and exclusive, it is the perfect companion for life's most prestigious occasions, reflecting a commitment to refined excellence.

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 aged 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.



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AN EXCLUSIVE FREIXENET SOLARE SPRITZ EVENT

To bring the Freixenet Solare experience to life beyond the exhibition floor, Henkell Freixenet will host an exclusive Freixenet Solare Spritz Event during TFWA Cannes week. Invited trade partners and media will be able to discover the new Mediterranean aperitivo and experience the signature spritz serve.

With its combination of product innovation, premium design, convenient formats and category expertise, Henkell Freixenet looks forward to welcoming partners and industry colleagues in Cannes and to shaping the next chapter of sparkling wine and aperitivo in travel retail. Just register for the event [HERE](#): first come, first serve!



About Henkell Freixenet

As an international group of companies, Henkell Freixenet is the global market leader for sparkling wine. The unique brand portfolio of Cava, Prosecco, 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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