

## **Freixenet achieves record sales of 100 million bottles**

### **The world's leading Cava brand sold more than 100 million bottles worldwide for the first time ever in 2021**

**Wiesbaden, 21 December 2021. Freixenet, the world's leading Cava brand, set an historic record on 15 December when it crossed the 100 million bottle sales threshold for the first time in its more than 150-year history. In fact, Freixenet is expecting to report another increase to 105 million bottles by the end of the year.**

“The international expansion of the Freixenet brand has been given a big boost by the alliance between Henkell and Freixenet, as well as successful innovations such as Freixenet Prosecco and the Spanish and Italian still wines,” said Dr Andreas Brokemper, CEO of Henkell Freixenet. “Last year alone we achieved more than 5 percent growth in Freixenet brand sales.”

Today our export business accounts for 80 percent of the brand's global revenue. And the export share will continue rising to 85 percent next year thanks to the alliance we entered into back in 2018. “The strategic partnership between Henkell and Freixenet has given both companies access to new markets and distribution channels – and the Freixenet brand is also profiting from these synergies,” explained Pedro Ferrer, Vice-President and CEO of Freixenet. Through the alliance, Henkell Freixenet has evolved into the global market leader for sparkling wines – with the ambitious aspiration for its own brands to account for one out of every ten glasses of sparkling wine worldwide in years to come.

Click here for the YouTube video celebrating the historic sales record of 100 million bottles: <https://www.youtube.com/watch?v=j29tD3BHKR0>

#### **About Henkell Freixenet**

Henkell Freixenet is the world's leading sparkling wine producer. The group includes brands such as Freixenet, Henkell, Mionetto Prosecco as well as the wine brands i heart WINES and Freixenet Mia the spirits Mangaroca Batida de Côco and Vodka Gorbatschow. The group markets almost all sparkling wine specialities from German Sekt to Cava from Spain, Prosecco from Italy and Champagne and Crémant from France - complemented by a diverse range of wines and spirits. The company has subsidiaries in 30 countries and exports its brands to more than 150 countries. The highest standards of quality and craftsmanship, coupled with market and brand expertise, have made it the market leader in numerous countries.

Further information at [www.henkell-freixenet.com](http://www.henkell-freixenet.com)

## News Release



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