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**HENKELL**

MAKING LIFE SPARKLE SINCE 1856



# MAKING LIFE SPARKLE SINCE 1856

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## *Henkell*: “Create Your Own Tradition” – Making life sparkle with flavour and style

Make your own rules, and create your own sparkling tradition – that is the message light-heartedly conveyed in the latest *Henkell* commercials, which reveal the cool and casual side of sparkling wine enjoyment. Quaint, outdated rules are laid aside to let fine flavour flow with effervescent enjoyment of life's best moments in your own unique style: that's *#TheHenkellWay*. This message is brought to you by *Henkell*, Germany's most-exported sparkling wine brand, sold in more than 100 countries and known as the dry perfection of German sparkling wine culture. This forever young brand is founded upon over 150 years of French wine culture united with superior German craftsmanship, and found in the midst of celebrations of life's special moments around the globe. The catchy *Henkell* slogan “Making Life Sparkle” intimates both a stylish affinity and how high the producer's quality standards are.



*Henkell & Co. Sektkellerei* has been synonymous with quality of life, indulgent pleasure and virtuoso sparkling wine making since 1856. *Henkell* is produced at the headquarters in Wiesbaden for the domestic and international markets, bearing the golden lily from the city's coat of arms on its label denoting its proud region of origin. Using cutting-edge winery technology, select base wines of classic grape varieties are turned into a sparkling symphony of flavour for life's most special moments. The result is a glamorously elegant dry sparkling wine of rich history and modern appeal for vibrant moments of tingly enjoyment.

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## Pearls in the glass: The art of making sparkling wine

Producing a great brand of sparkling wine is an art in its own right. The secret lies in recreating the characteristic taste of the brand again and again with the right Cuvée. The winemakers at *Henkell* are consummate masters of this art – thus guaranteeing that lovers of sparkling wine around the world can always experience *Henkell's* inimitable taste just as it was meant to be enjoyed.

The art of producing great sparkling wine begins with the selection of base wines. Their composition is critical to ensure consistently high quality of the final product. *Henkell Trocken* for example is made exclusively from superior white wines sourced from renowned growing regions. It's quality you can just taste. Fresh. Harmonious. Balanced.



The winemaker's skill likewise plays a key role in the creation of non-alcoholic sparkling wine: With a wealth of knowledge and experience, harmonising base wines yield a Cuvée with a taste to rival any sparkler, even as a non-alcoholic variety – like the sparkling alternative *Henkell Alkoholfrei* (de-alcoholised). The alcohol is gently removed from the wines under vacuum conditions, while the ingredients and flavours are largely preserved. The beverage gets its fine mousse in a subsequent carbonation process. The result is convincing – and offers connoisseurs spontaneous, alcohol-free sparkling enjoyment in the quality they expect from *Henkell*.

## *Henkell* International: Sparkling wine Enjoyment par excellence, beyond borders

Crafted in Wiesbaden, at home around the world: *Henkell* is the international star of German sparkling wine culture. Germany's most-exported brand of sparkling wine thrills consumers in over 100 different countries. Whether in Europe, the US or Australia, *Henkell* is a glamorous ambassador of refined living all over the world, leading the market in neighbouring Austria as well as in distant Canada and becoming a major player in countries including Australia and New Zealand.

*Henkell Trocken's* international career was pre-programmed, and grew from a simple idea. After learning the art of Champagne production in France, wine merchant *Adam Henkell* from the city of Mainz opened his own sparkling wine factory in 1856, uniting the best of two worlds: The art of French cuvée meets German craftsmanship.



The *Henkell Trocken* tour de force began in 1898 under the direction of Adam's son Otto, when it became one of the first legally protected brand names in Germany. Outstanding, style-setting advertising campaigns soon made *Henkell Trocken* synonymous far and wide with premium dry sparkling wine. By 1910 *Henkell* was already the market leader in Germany. The next coup came in 1935, when *Henkell* developed the 200 ml bottle and patented it as the "Piccolo". After the Second World War, *Henkell* and especially the "Piccolo" bottle became an integral part of the German economic miracle, and now the sparkling wine market is simply unimaginable without them.



Contemporary enjoyment coupled with rich tradition: Henkell is a winning mix of both – with a stylishly modern bottle design and superior quality that has remained unchanged. Then as now, the very best base wines and master craftsmanship guarantee the inimitable taste.

# Henkell's refined culture of sparkling wine: Many varieties, one flavour family

## *Henkell Trocken*

The art of French cuvée meets German craftsmanship: this dry, fully matured sparkling wine owes its elegant, international character to a unique premium Cuvée of four excellent wines from selected grape varieties. *Henkell Trocken* fizzes with delicate, long-lasting bubbles for a glassful of glamour. Its finely arranged, harmonic composition makes for a well-rounded, fully developed gustatory experience.



<b>Colour:</b>	Light yellow with green reflections
<b>Mousse:</b>	Finely beaded, lingering
<b>Bouquet:</b>	Fresh, fruity, with gentle notes of green apple, banana and citrus fruit
<b>Flavour:</b>	Fresh, harmonic interplay of sweet and sour, medium-strong body, lingering finish
<b>Grape varieties:</b>	Cuvée of four selected grape varieties from traditional wine-production regions, one of which is a Chardonnay
<b>Production method:</b>	Méthode Charmat in accordance with German sparkling wine regulations
<b>Serving suggestion:</b>	Goes perfectly with spicy main courses, e.g. Asian and Indian dishes
<b>Analysis:</b>	Alcohol 11.5% vol., Dosage 22g/l (dry), Contains sulphites

## *Henkell Brut*

The art of French cuvée meets German craftsmanship: *Henkell Brut* brings together four first-class wines to make one excellent Cuvée. Pure joie de vivre and the special feeling of elegance and freshness – with this refreshingly fruity, tingling premium Cuvée of distinguished grapes from renowned, traditional wine-growing regions. The grapes are tenderly processed, gently pressed and carefully fermented at low temperature to preserve the wine's fullness in its entirety. This is how a great sparkling wine with fine aromas and a noble, finely beaded mousse came about.



<b>Colour:</b>	Light yellow with green reflections
<b>Mousse:</b>	Finely beaded, lingering
<b>Bouquet:</b>	Delicate aroma of golden apple, Williams pears, citrus and a hint of brioche
<b>Flavour:</b>	Fresh overtones, very rich, creamy and powerful
<b>Grape varieties:</b>	Cuvée of four carefully selected grape varieties from traditional wine-growing regions, one of which is a Chardonnay
<b>Production method:</b>	Méthode Charmat in accordance with German sparkling wine regulations
<b>Serving suggestion:</b>	The perfect aperitif, e.g. as an accompaniment to antipasti and savoury tapas
<b>Analysis:</b>	Alcohol: 11.5% vol., Dosage: 12g/l (brut), Contains sulphites

### *Henkell Blanc de Blancs*

The art of French cuvée meets German craftsmanship: pure joie de vivre and the special feeling of elegance and freshness – with this fruity, tingling premium Cuvée of distinguished grapes from renowned, traditional wine-growing regions. The grapes are gently pressed and carefully fermented at a low temperature to preserve their full-bodied taste. Following careful maturation, an exquisite premium Cuvée is created from carefully chosen wines. This is the journey that leads to a great sparkling wine with its typical delicately sweet aromas and a noble, finely beaded mousse.



<b>Colour:</b>	Delicate yellow
<b>Mousse:</b>	Finely beaded, lingering
<b>Bouquet:</b>	Fresh start, elegant floral fizz, complex and balanced with a silky feeling and lingering finish
<b>Grape varieties:</b>	Cuvée of four selected, exclusively white grape varieties from traditional wine-growing regions, one of which is a Chardonnay
<b>Production method:</b>	Méthode Charmat in accordance with German sparkling wine regulations
<b>Serving suggestion:</b>	Perfect accompaniment to a pleasant picnic, with light snacks such as savoury canapés
<b>Analysis:</b>	Alcohol: 11.5% vol., Dosage: 28 /l (dry), Contains sulphites

### *Henkell Halbtrocken*

The art of French cuvée meets German craftsmanship: the demi-sec, fully matured sparkling wine owes its balanced, sweet character to a unique premium Cuvée of four excellent wines from carefully selected grape varieties. *Henkell Halbtrocken* boasts a finely-beaded mousse and lingers glamorously in the glass. Its finely arranged, harmonic composition makes it a well-rounded, full-bodied taste experience.



<b>Colour:</b>	Yellow with green reflections
<b>Mousse:</b>	Finely beaded, lingering
<b>Bouquet:</b>	Intensive, creamy bouquet with hints of yellow fruits, e.g. apricot and yellow plums
<b>Flavour:</b>	Harmonious, finely balanced by the dosage
<b>Grape varieties:</b>	Cuvée of four white grape varieties from traditional wine-growing regions, one of which is a Chardonnay
<b>Production method:</b>	Méthode Charmat in accordance with German sparkling wine regulations
<b>Serving suggestion:</b>	The perfect accompaniment to a sweet dessert, e.g. crème brûlée or panna cotta
<b>Analysis:</b>	Alcohol: 11.5% vol., Dosage: 34g/l (demi-sec), Contains sulphites



### *Henkell Rosé*

The art of French cuvée meets German craftsmanship: finely beaded Henkell Rosé is a refreshing, elegant sparkling wine created from selected grape varieties. Its distinguished, gently fruity, berry-like flavour is the pinnacle of enjoyment for anyone who appreciates a Rosé with an international character. Henkell Rosé's finely arranged, harmonic composition makes for a full bodied, rounded taste experience.



<b>Colour:</b>	natural, strong salmon pink with orange reflections
<b>Mousse:</b>	finely beaded, lingering
<b>Bouquet:</b>	fresh aroma of red berries, underpinned by a hint of strawberry
<b>Flavour:</b>	harmonious interplay between sweet and sour, berry-like fruity body, lingering finish
<b>Grape varieties:</b>	Cuvée of selected red grape varieties from carefully chosen wine-production regions
<b>Production method:</b>	Méthode Charmat according to German sparkling wine regulations
<b>Serving suggestion:</b>	Perfect as an aperitif, with light finger food, but also between fish and seafood courses, as a perfect all-rounder
<b>Analysis:</b>	Alcohol: 12.0% vol., Dosage: 24g/l (dry), Contains sulphites

### *Henkell Alkoholfrei*

*HENKELL ALKOHOLFREI* offers the enjoyment of sparkling wine for those who prefer not to drink alcohol. The bright bottle announces its pleasantly light, fruity-fresh flavour straight away - and is an invitation to raise a glass not only on special occasions. The natural cork denotes the highest quality standards it aspires to.



<b>Colour:</b>	Light yellow with green reflections
<b>Mousse:</b>	Lively perlage
<b>Bouquet:</b>	Fine fruits such as pear, apple and peach, with light notes of vanilla
<b>Flavour:</b>	Fruity and fresh, fine citrus fruits, lingers on the palate
<b>Grape varieties:</b>	Grapes from traditional wine-producing regions
<b>Production method:</b>	Flavour retention through gentle alcohol reduction
<b>Serving suggestion:</b>	Ideal for non-alcoholic enjoyment on any occasion
<b>Analysis:</b>	Alcohol <0.5% vol., Dosage 60g/l, Contains sulphites

### *Adam Henkell Chardonnay Brut*

*Adam Henkell* positions itself as the most prestigious *Chardonnay Cuvée* within the premium segment. This sparkling wine, which bears the name of the company's founder, aspires to the highest quality standards. The wines, matured in oak barrique barrels, are made from the finest Chardonnay grapes before being combined into this extraordinary Cuvée. Finally, the traditional bottle-fermentation process gives this craft-produced sparkling wine its unmistakable character. The modern, exclusive branding make for a persuasive, eye-catching elegance and a striking brand image.



<b>Colour:</b>	Luminous yellow
<b>Mousse:</b>	Finely beaded, lingering
<b>Bouquet:</b>	Elegantly aromatic with the smell of ripe apples, sustained by a honey-vanilla note
<b>Flavour:</b>	The fresh, creamy flavour of honeydew melons paired with nutty aromas
<b>Harmony:</b>	Balanced interplay between sweet and sour with a lingering finish
<b>Grape varieties:</b>	Chardonnay, France
<b>Production method:</b>	Traditional bottle fermentation with minimum nine months' conditioning on yeast
<b>Serving suggestion:</b>	Perfect accompaniment for a cheese platter or figs with goat's cheese
<b>Analysis:</b>	Alcohol: 13.0% vol., Dosage: 12g/l (brut), Contains sulphites

### *Adam Henkell Rosé Brut*

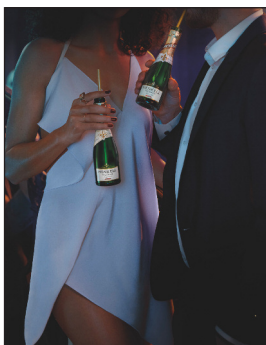
*Adam Henkell* is positioned as the most prestigious Gamay-Cuvée within the premium market. This sparkling wine, which bears the name of the company's founder, aspires to the highest quality standards. The carefully selected Gamay grapes have been sourced from a very small wine-producing region in Lothringen. Specially selected for Adam Henkell Rosé Brut, the Gamay grapes imbue this traditionally bottle-fermented sparkling wine with its extraordinary character. The modern, exclusive branding make for a persuasive, eye-catching elegance and a striking brand image.



<b>Colour:</b>	Light rosé with subtle orange reflections
<b>Mousse:</b>	Finely beaded, lingers for a long time
<b>Bouquet:</b>	Intensive aromas of red berry fruits such as strawberries and raspberries
<b>Flavour:</b>	Refreshing acidity, elegantly lively on the tongue with notes of redcurrants
<b>Harmony:</b>	Vitalising taste with an intricate acidity at the finish
<b>Grape varieties:</b>	Gamay, France
<b>Production method:</b>	Traditional bottle fermentation with minimum nine months maturing on yeast
<b>Serving suggestion:</b>	This sparkling wine deserves the drinker's undivided attention
<b>Analysis:</b>	Alcohol: 12.0% vol., Dosage: 12g/l (brut), Contains sulphites

# Henkell press photos

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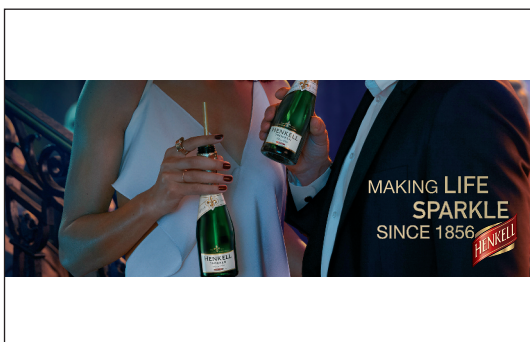


H\_AD\_Piccolo.jpg

Who says you aren't allowed to drink straight from the bottle?



H\_Logo.jpg



TV-Spot.jpg

„Create Your Own Tradition“ - Henkell's light-hearted call for breaking with antiquated rules of etiquette.



H\_AD\_three\_bottles.jpg

Making Life Sparkle since 1856 - with our three classic Henkell sparkling wines.



H\_AD\_Goldglitter.jpg

Making Life Sparkle since 1856 - Celebrate glittering moments with Henkell.

# Henkell press photos



H\_Production\_Corks.jpg

The lily is the trademark symbol of the Henkell product family.



H\_Sektnacht.jpg

Regional roots and international commitment at the same time: The brand hosts well-attended events for the general public at its headquarters.



H\_Headquarters \_Wiesbaden.jpg

The tradition-steeped sparkling winery in Wiesbaden is open year-round to visitors from all over the world.



H\_Marble\_Hall.jpg

The corporate headquarters in Wiesbaden: The magnificent yet eminently functional building was created by renowned architect Paul Bonatz.



H\_Cellar\_Entrance.jpg

Behind the elegant façade lies a modern production facility with deep subterranean wine cellars.



H\_Production.jpg

The headquarters of the Henkell winery located in Wiesbaden-Biebrich houses the production facility where this famous German sparkling wine is made.

# Henkell press photos



H\_Trocken.jpg

Henkell Trocken is a classically dry, fully mature, elegant sparkling wine of distinctive character.



H\_Piccolo.jpg

The "Piccolo" name is trademarked for Henkell Trocken's little bottle.



H\_Brut.jpg

Its fine aromas and noble, finely beaded mousse make this Henkell Brut a refreshingly fruity, tingling premium Cuvée.



H\_BlancdeBlancs.jpg

Henkell Blanc de Blancs: Young and modern with a classy appeal in its trendy white opaque bottle.



H\_Rosé.jpg

Henkell Rosé: finest rosé enjoyment with a fresh, contemporary design.



H\_Halbtrocken.jpg

Henkell Halbtrocken is a fully mature, finely effervescent sparkling wine offering a well-rounded and harmonious taste experience.



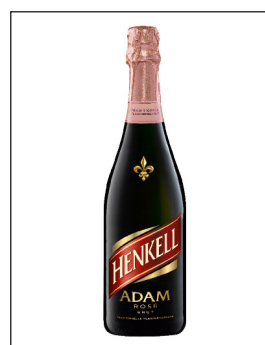
H\_Alkoholfrei.jpg

Henkell Alkoholfrei offers a great-tasting, sparkling alternative for those wishing to abstain from drinking alcohol.



H\_Adam\_Henkell\_Chardonnay.jpg

The sparkler that bears the name of the company founder Adam Henkell harkens back to the origins of sparkling wine production on the Rhine more than 150 years ago.



H\_Adam\_Henkell\_Rose.jpg

The rosé variety of the brand that bears its founder's name is a fitting testament to Adam Henkell's affection for France.

# Henkell press photos



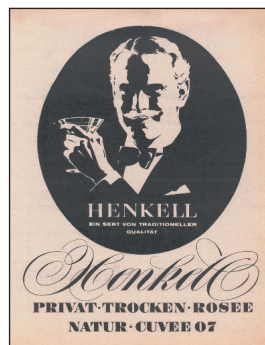
H\_History\_1.jpg

1856 - Adam Henkell becomes one of the first producers of sparkling wine in Germany.



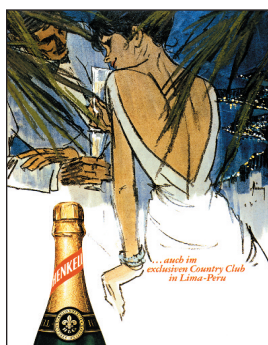
H\_History\_2.jpg

1895 - The Henkell Trocken brand is advertised in German magazines including "Die Jugend" ("Youth") and "Simplicissimus".



H\_History\_3.jpg

1950s - Life is good again, and the "gentleman in black" distinguishes the Henkell Trocken brand.



H\_History\_4.jpg

1950s - Henkell stands for a better future in the postwar years.



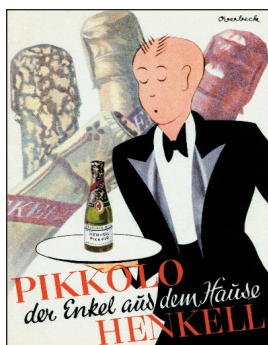
H\_History\_5.jpg

1960s - Henkell Trocken's rise to a global brand begins.



H\_History\_6.jpg

1985 - A series of advertisements in the '80s utilised expressive colours including bold reds.



H\_Ad\_Historic\_7.jpg

1935 - Henkell Piccolo, the name of the 200ml bottle invented by Henkell, remains a patented trademark today.



H\_AdamHenkell.jpeg

In 1832, at 31 years of age, wine merchant Adam Henkell started his own business in Mainz: the wine store Henkell & Cie.

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at [www.henkell-freixenet.com](http://www.henkell-freixenet.com)

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