

ProWein 2024

CELEBRATE
LIFE!

HENKELL X FREIXENET

Henkell Freixenet at ProWein 2024

Celebrating life with Henkell Freixenet is the focus of the company's presence at ProWein.

The world's leading supplier of sparkling wine will be showcasing its extensive portfolio of globally successful cava, sparkling wine, prosecco, crémant and champagne brands as well as its attractive range of wines and spirits.

The international company will be presenting its unique product diversity in Hall 4, Stand E10 on 165m2. This year's stand design is characterized by three special eye-catchers.



The colour black dominates the stand design for a very special reason: **the 50th anniversary of the Freixenet Cordón Negro**. Launched in 1974 with its iconic, frosted black bottle, it is sold in more than 150 countries on five continents today. On the occasion of the anniversary, Henkell Freixenet will be presenting the iconic **“Freixenet Cordón Negro bottle car”** on the stand during the three days of the fair. This car shares the Freixenet history: 1994 the Cordón Negro bottle car was created to promote the product in the most original and creative way in different places. The car toured around the globe and was part of events in Uruguay, Argentina, Spain and Germany. When the car is not delighting ProWein visitors, it welcomes at Freixenet's headquarters in Sant Sadurní d'Anoia.



At the back of Henkell Freixenet's stand, **the Mionetto Bar** shines in full orange brand power and highlights the unique portfolio of Mionetto. Consumers can explore the wide range of Mionetto Prosecco products and can experience the lightest taste of Italian Spritz Ritual by tasting the newly launched Mionetto Aperitivo Alcohol-Free.

Shaping Trends

For this year's launches, Henkell Freixenet brands are focusing on the trend topics of Low- & No-Alcohol as well as the Aperitivo moments and are actively shaping the trends of the future.

Rising popularity of no- and low-alcohol products

Globally, no-alcohol sparkling wine consumption volume increased by 12%¹. Whether for special occasions, such as the increasingly popular "Dry January", or all year round for personal lifestyle reasons: No- and low-alcohol products are very much in vogue and continue to rise in popularity. To not miss out on any moments of pleasure, there are many products that provide that certain tingling sensation even without alcohol.

Ciao bella Italia! – Aperitivo, Prosecco and Dolce vita

"La dolce vita" - the Italian way of life can be summed up in just three words. When the last rays of sunshine spread their warm glow in the early evening hours, the time for aperitifs traditionally begins in Italy. According to the motto "Prendiamo un aperitivo!", people enjoy small appetizers and good drinks in a relaxed atmosphere after work before dinner. But the aperitivo is much more than just good food and a sparkling toast - it embodies Italian lifestyle and the carefree joy of being together. There is a wide range of drinks for aperitivo.

Mundus Vini: Best Sparkling Wine Producer

The participation in the spring tastings of the prestigious competition Mundus Vini ended with a brilliant result: Henkell Freixenet was awarded as "Best Producer Sparkling Wine". The world's leading sparkling wine producer sees the recent awards as proof of the company's uncompromising dedication to crafting products of unsurpassed quality.



¹ Source: IWSR, Sparkling Wine Data 2022, published May 2023

Freixenet



New Freixenet Logo Announcement

Freixenet, the most international brand of sparkling wine, changes its logo. “The beautiful new logo”, says Pedro Ferrer, CoCEO & Vice-President Grupo Freixenet, “preserves the essence of our history while also embracing a fresh chapter in our brand story.” The new logo represents the enduring values that are the foundation of the Freixenet brand and the keys to the brand’s future success. “The new logo resonates strongly with consumers,” said Martina Obregón, CMO of Henkell Freixenet, “The Freixenet brand is not just a label for our iconic products; it is an emotional experience that represents their aspirations and attitude toward life. The design is inspired by the iconic, mosaic façade at Freixenet headquarters in Sant Sadurní d’Anoia. It proudly features the dynamic letter X at the center as the unmistakable emblem of the brand’s quality and joyful spirit.”



50 Years Cordón Negro

50 years Cordón Negro Anniversary Freixenet, the world leader in sparkling wines from Sant Sadurní, Spain, is thrilled to announce a year-long celebration in honor of the 50th anniversary of its beloved international sensation, Freixenet Cordón Negro. With its sleek and iconic black frosted bottle, Cordón Negro has captivated hearts since the launch in 1974. Over the decades, it has undergone various makeovers, but its allure remains timeless, always stealing the spotlight wherever it goes. From its delicate aromas to its unrivalled quality, Cordón Negro has enchanted sparkling wine enthusiasts across the globe. Since 1983, when it became the top-selling imported sparkling wine in the US, the rest of the world has followed suit, making it the best-selling cava worldwide. Get ready for a birthday celebration, as we raise our glasses high to toast Cordón Negro’s half-century of sparkling success!



New Packaging for Cavas

Freixenet, the most international brand of sparkling wine, to debut a new refreshed packaging. New revamped packaging of Freixenet Cordon Negro has been presented to commemorate the 50th anniversary of the brand's international cava icon, Freixenet Cordon Negro. The new core label design reinforces the brand's quality and consistent craftsmanship, it includes iconic brands cues and features the new brand logo.

"We are thrilled with the new design" says Pedro Ferrer, CoCEO & Vice-President Grupo Freixenet. "It is more premium, more confident, more distinctive. It will distinguish Freixenet from competition and reinforce our reputation as a progressive, innovative and customer-centric brand."

The new packaging presentation comes in its flagship cava, Cordon Negro, Cordon Oro and Cordon Rosé and will be rolled during 2024.



Freixenet 0,0% Still Wine Range

Freixenet was one of the first de-alcoholised wine producers, and after a long experience, the new range of Freixenet 0,0% Still Wine Range was launched. This low calorie and vegan friendly range meets and has been launched in several markets such as the Nordics, Germany or Poland so far. From January 2024 onwards, the range will be also available in Brazil. Announced as a great novelty in the Brazilian Wine Market, the Freixenet alcohol free white, rose and red wine meet a demand from underserved customers for alcohol-free and low-calorie wines for those who like to celebrate without restrictions.



Mionetto



“La dolce vita e passione” – In 1887, master winemaker Francesco Mionetto opens the winery in Valdobbiadene, in the heart of the Prosecco region, just north of Venice. His love and passion for the region and its wines are still to this day a fundamental value for this unique winery. Mionetto has become a flagship for the area and a shining example of Prosecco production on the international scene. Mionetto's DNA is an integration of heritage, premium quality, taste and style, where everything comes together as a single, unique emotion.



Following the success of Mionetto 0.0% Alcohol Free, confirmed by the almost doubled sales volumes of 2023 versus the previous year, Mionetto is now launching the new **Mionetto 0.0% Alcohol Free Rosé**, to further strengthen its non-alcoholic sparkling offer.

Portfolio expansion at its best: new Mionetto Aperitivo range

Dedicated to all the people who want to experience the Venetian Spritz ritual at its best, **Mionetto Aperitivo** perfectly combines with the fresh and fruity aromas of Mionetto Prosecco. Born from a special recipe with a distinctive character and a captivating bittersweet taste, it delivers all the pleasure of a perfect Spritz. Mionetto Aperitivo, 100% natural flavors, is obtained following an exclusive recipe made with citrus and select botanicals. Different but harmonious flavors outline its unique character: the sweetness of the red orange and licorice, the fresh acidity of the citrus and the bitterness of botanicals and oranges.



Mionetto launches a **Mionetto Aperitivo Alcohol Free**, to be protagonist of the non-alcoholic spritz trend bringing to the international consumer the lightest taste of the Italian Spritz Ritual! Mionetto Aperitivo Alcohol Free is an original Italian alcohol-free recipe with 100% natural flavors, based on selected citrus, fruits and botanicals. Mixed with Mionetto 0.0% Sparkling Alcohol Free, it delivers all the pleasure of a premium spritz, but without alcohol, ideal to be enjoyed anytime and anywhere.



Recipe to make your perfect Alcohol Free SPRITZ:

1. Ice
2. 1 part of Mionetto Aperitivo Alcohol Free +
3. 1 part of Mionetto 0,0% and a slice of orange

Experience Mionetto with all your senses

The new **Visitors Center** at the historic headquarters in the heart of Valdobbiadene conveys the contemporary spirit of the brand. A wine bar, a tasting bar and a conference room as well as a terrace with a Venetian look make it possible to live the Mionetto Prosecco experience at its best. Handcraft woodwork, chalk plaster and the use of local stones are reminiscent of the traditional surfaces that were once used in the region. The visit continues with the new winery and production facility, 15 meters below the ground. **Villa Morona de Gastaldis** completes the authentic Mionetto experience. In this amazing 18th-century villa, located just few steps away from the historic winery headquarters, Mionetto guests can enjoy unforgettable elegant wine tastings.



Visitors Center



Visitors Center



Villa Morona de Gastaldis

Henkell

Henkell has been uniting French cuvée artistry and German craftsmanship for over 160 years. It combines an impressive history with trend awareness and an international flair for fine beverages.

Quality meets aesthetics: The Henkell lily is a distinctive and iconic trademark with an H-shape inspired by the first letter of the Henkell name. As a symbolic link between France and Wiesbaden, the lily forges a strong connection with the brand's unique origins and references the brand roots.



The Henkell lily is a distinctive trademark that is incorporated into the designs of the entire Henkell range. Last year it was relaunched with a new look that further enhances its elegance and prestige and strengthens the brand attributes modernity and uniqueness in a year-over-year comparison.²



In future, the iconic Henkell lily trademark will be a more central focus of communications. It is already an important element of digital communications. With targeted digital communication, the brand was able to record very positive results in its digital presence and grow in all areas of reach, engagement and community size.

Looking back on a successful year for the brand

Along with the introduction of the new Henkell design, the brand looks back on a successful development: In a declining German sparkling wine market, the Henkell brand was able to develop positively.³

² Source: YouGov, brand attributes "modernity" & "uniqueness", category users, total method (total population), 2021-2023

³ Source: Circana retail panel, LEH>=200qm+HD+C&C+GAM, sparkling wine/champagne (excl. HM, Aldi, Lidl), Henkell brand, sales VÄ in %, 2 HY 2023 vs. 2 HY 2022

In Austria, Henkell Sekt was the most popular and best-selling sparkling wine – delighting consumers with its quality and variety. Henkell is the inventor of the Piccolo bottle and the Henkell Piccolo range continued to dominate in 2023 with a market share of 46%. The brand’s non-alcoholic counterpart Henkell Alkoholfrei also performed well, achieving growth of 28% thanks to its refreshing and balanced flavour in the customary Henkell quality.

A range of marketing measures are being implemented to boost brand awareness. As a partner of the Austrian radio station ORF Ö1, the brand was represented at the year’s biggest open-air culture and music events, including the Salzburg Festival and the Vienna State Opera’s Open Day. The exclusive partnership between Henkell and the Vienna Silvesterpfad, the city’s New Year’s Eve party mile, contributed significantly to the festive atmosphere of this unique event, where 800,000 people waltzed their way into 2024.



In Australia, the Henkell brand has set a new sales record. Thanks to impressive 7% growth in sales, Henkell has consolidated its position as leading imported sparkling wine brand in the Australian market.⁴

⁴ Source: Scan data, MAT to 31.12.2023.

Champagne Alfred Gratien

Limited Edition “The Angels’ share” to celebrate 160th anniversary of Alfred Gratien



In 2024, Alfred Gratien is celebrating 160 years of excellence and ancestral know-how in the art of champagne. To mark the occasion the House announces the launch of its new limited-edition **Cuvée Paradis Brut Rosé Vintage 2008 “The Angels’ share”**. After an initial fermentation in oak barrels, the cuvée ages and develops for more than 15 years in the cellar. This limited edition is adorned with a delicate angel, a subtle allusion to the angels’ share and the resting time of the House’s exceptional champagnes in the cellar. In this way, each pays homage to the delicate magic of evaporation, offering an unequalled tasting experience.

Like all Alfred Gratien cuvées, Paradis Brut Rosé Vintage 2008 is made in the purest respect for ancestral traditions: rigorous selection of grapes, vinification and ageing in small oak barrels, or the choice not to carry out malolactic fermentation. The cellar master, Nicolas Jaeger, meticulously orchestrates all these gestures.

Segura Viudas



Segura Viudas

New still wines Segura Viudas Homenaje

Segura Viudas, an iconic boutique winery located outside Barcelona, Spain, known for its emblematic and globally awarded cavas, has announced a launch of its new still wines. The range of the three new wines (white, red, and rosé), called **Segura Viudas Homenaje**, pay tribute to the brand's roots and traditions.

All three wines, made from the finest local grapes, embody the concept of a gastronomic wine, with a strong sensory impact. Their taste, aroma, and texture complement the flavors and textures of the dish. These new wines are the first step the brand takes to get closer to gastronomy and it looks for future alliances with some of the finest restaurants in the world.



The new Homenaje wines deliver outstanding taste and quality, plus a stunning visual presentation, they come in a stunning bottle design with a modern, sleek shape, inspired from the brand's icon cava Segura Viudas Reserva Heredad.

Segura Viudas Modern Icon

Segura Viudas, celebrated for its timeless and globally acclaimed cavas, is thrilled to announce the launch of its latest collection of modern, premium cavas: **Brut Vintage & Rosé Vintage** – all presented in sleek and iconic bottles, inspired from the brand's icon cava Segura Viudas Reserva Heredad.

Brut Vintage is a masterful blend of oak-aged Chardonnay, Pinot Noir, Macabeo, and Parellada, aged for a minimum of 9 months. As Decanter enthuses, "Made using the traditional Champagne method, by a small estate that can trace its history back to the 11th century, the wine has a lovely weight of yellow apple fruit, and a toasty nutty finish. The packaging is classy too, so a great option to serve at a dinner party." It was awarded a gold medal at Mundus Vini 2024.

Crafted from the finest Pinot Noir and Garnatxa grapes, the Rosé Vintage undergoes a minimum 9-month aging process, resulting in a luscious flavor profile with a hint of spice and a fresh, elegant finish.

In conjunction with the exciting launch of three new premium still wines, these cavas are designed to complement haute cuisine seamlessly. The winery is actively seeking partnerships with top-tier chefs globally, aiming to provide consumers with a unique and unparalleled gastronomic experience.



Mangaroca Batida



Mangaroca Batida de Côco – pure Brazilian joie de vivre and passion with an exotically delicious taste. The coconut liqueur with the unique flavour has always been produced according to a Brazilian recipe. Carefully selected raw materials and stringent quality controls during production and bottling guarantee optimum results. The market leader in the coconut liqueur segment is a true classic among spirits: Pure on the rocks, in an alluring long drink or a trendy cocktail – the exotic kiss of the coconut with 16% vol. never fails to delight.

The new Limited Summer Edition **Mangaroca Batida Piña Colada Kiss** will bring tropical flair to the shops when it is launched in March 2024 on the German market. It's a new liqueur variety with 16% vol. combining the exotic flavour of coconut with the fruity sweetness of pineapple to create an enchanting summery taste sensation for a versatile drinking experience. This year's Limited Summer Edition guarantees tropical moments of pleasure as a Piña Colada Kiss on the Rocks or a frozen Piña Colada Kiss mixed with fresh pineapple.



I heart



Bring out the Bubbly: I heart wines expands its range with the exciting launch of I heart Bubbly



I heart Bubbly is an exciting launch from the wine with a big heart, joining the brand's UK and Global portfolio in 2024. Following the success of the sparkling range, the leading sparkling wine brand² is thrilled to announce its' brand-new Bubbly. I heart Bubbly boasts a striking shelf presence with a gold label and a captivating glittery capsule, ensuring it stands out on shelf and captivates the younger consumer looking for a hint of sparkle in tough economic times.

This sparkling sensation features a lower alcohol (8% ABV), making it an ideal choice for consumers who are mindful of moderating their alcohol intake. The lower ABV not only caters to a growing trend of health-conscious consumers but also positions I heart Bubbly as an accessible and affordable option, capturing an audience who may not be as engaged with the wine category.

News From The Markets

Germany: Söhnlein Brillant Wild Berry



Following the success of the Limited Edition **Söhnlein Brillant Wild Berry** last year, the sparkling wine brand is expanding its range and making the berry-flavoured sparkling wine a permanent product on retailer shelves from March 2024. Sweet raspberries, fruity blueberries and tart cranberries give this fruity, sparkling mixed drink its special flavour.

Germany: Barceló



The unique **Barceló Imperial Maple Cask** is the second product in the new Rare Blends Collection. Made from the finest Dominican sugar cane, the rum is first rested in barrels made from American white oak that were once used to age bourbon and then given a “cask finish” in Canadian maple syrup barrels, resulting in the dark amber-brown colour with reddish tones and the fruity-sweet aroma with a hint of wood and nuts.

Czechia: Bohemia Sekt



Bohemia Sekt Prestige – A Premium Czech Sparkling Wine Crafted from Moravian Grapes Bohemia Sekt Prestige is a premium sparkling wine, made through the traditional method and aged on lees for 15-18 months. It is the Czech Republic's best-selling premium sparkling wine. It also gathers accolades at wine competitions worldwide. When preparing the wines for the cuvée, grapes from the Moravia wine region are used exclusively. Every bottle is aged in cellars in the town of Starý Plzenec for at least 12 months – and some even for 36 months – to give it a pleasant bouquet and a light sparkle that emphasises its tones of taste. Prestigious international and domestic juries consistently award this wine the highest of honours. In 2023, for example, it won gold medals in Texas and San Francisco and at AWC Vienna and Berliner Wine Trophy. Bohemia Sekt Prestige is available in five varieties: Bohemia Sekt Prestige brut, Chardonnay, Rosé, Demi Sec and Bohemia Sekt Prestige 36.

Hungary: Törley

TÖRLEY
A MINŐSÉGI PILLANATOKRA



Being poured over ice, **Törley ICE** preserves its pearly, fresh, fruity character. Its playful and subtly musky, but not perfumed, flavours enter the bottle along with the accumulated bubbles during a short maturation. Light and airy - a real summer alcoholic refreshment.

Slovakia: Hubert

Hubert
MAISON FONDÉE 1825

Vitis Vegan new collection for the Slovakian market



All wine lovers who follow a vegan lifestyle can now rejoice! Eight varieties of vegan wines are produced for the first time under the popular Slovak brand Vitis without the use of any products or ingredients of animal origin in the production and processing of these wines. The exceptional collection is also underlined by the original design with fine wine lines. However, it is not only about the wine, it is not only for vegans. **Vitis Vegan** is about the philosophy and it is for everyone, who loves our nature and want to protect it for future generations.

Poland: Lubuski

LUBUSKI
GIN
ORIGINAL



Lubuski Free is characterized by intense taste of juniper, to which join the subtle notes of lavender, marjoram and bergamot. During further tasting one can find refreshing fragrance of coriander and ginger. The taste is clear and well balanced. Perfect for classic drinks as an excellent alternative to gin.

HENKELL X FREIXENET

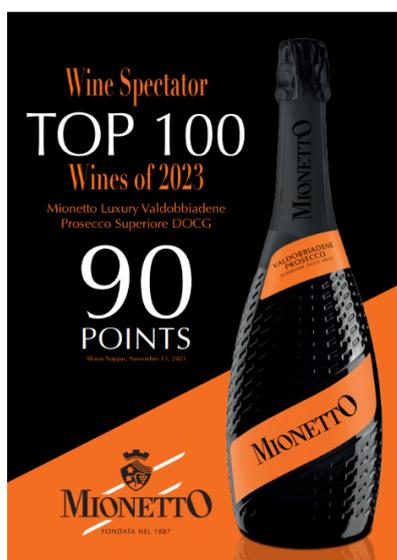
World's Best Sommeliers' Selection 2024: Double success for Schloss Johannisberg

Schloss Johannisberg celebrates a double success: The *Riesling Grünlack Spätlese 2022* and the *Riesling Silberlack GG 2021* have been placed in the renowned World's Best Sommeliers' Selection by William Reed.

This means that two Rieslings from Schloss Johannisberg are now part of the exclusive selection of top international wines. 30 top sommeliers from 16 countries and four continents tasted wines from all over the world in a careful selection process and compiled them for the World's Best Sommeliers' Selection.



Mionetto Valdobbiadene Prosecco Superiore DOCG in Wine Spectator's "Top 100" 2023



Mionetto is proud to have joined the list of Wine Spectator's top 100 wines with *Mionetto Valdobbiadene Prosecco Superiore DOCG Brut Luxury Collection*. As the only Italian sparkling wine and the sole Prosecco on the list, Mionetto's exclusive label has been included in the highly exclusive club of the world's best wines, ranking 51st with a score of 90 points. Wine Spectator experts have judged this wine as a bright and balanced Prosecco, with an exotic thread of jasmine, ground cardamom and tumeric winding through the blood orange granita, melon, lime zest and stone notes on display. This important recognition brings shine to our international portfolio and, together with other awards, celebrates our more than 130 years old winemaking expertise in Prosecco.

Great achievements at Mundus Vini & Berlin Wine Trophy 2024

At this year's Mundus Vini Spring Tasting, Henkell Freixenet was awarded as "Best Producer Sparkling Wine". In total across both competitions, the portfolio was awarded three Grand Gold (2xMundus Vini, 1x Berlin Wine Trophy), and 18 Gold medals. Once again, Champagne Alfred Gratien made a particularly positive impression, winning in total 7 gold medals across the portfolio. Alfred Gratien also received the Grand Gold awards for *Alfred Gratien Blanc de Blancs 2015*, *Alfred Gratien Millesimé 2009* (Mundus Vini) and Alfred Gratien Cuvee Paradis (Berlin Wine Trophy)

Further gold medals were awarded to products from Fürst von Metternich, Henkell, Gratien & Meyer and Segura Viudas.



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