

# Henkell Freixenet to showcase sparkling portfolio at Cannes



Henkell Freixenet is seeing growth from its sparkling wines in small formats, such as 5x200ml bottles

Henkell Freixenet is returning to the TFWA World Exhibition to showcase its top performing sparkling wine, wine and spirits brands for the travel retail market.

The global sparkling wine leader plans to highlight the growth potential of Mionetto, Freixenet, Henkell and Segura Viudas.

Sandra Janetzki, Senior Vice President at Henkell Freixenet Global Export, said: “We are delighted to be back exhibiting again in Cannes. While we know it won’t be as busy as usual, we wanted to show our support to the industry by returning to the TFWA World Exhibition as soon as possible.”

## **Mionetto Prosecco Rosé**

With its modern, stylish and Italian approach, Mionetto keeps up with new market trends thanks also to the strength of its roots and a close link with tradition, according to the company.

The new Mionetto Prosecco Rose DOC Prestige Collection is a sparkling wine which can be enjoyed as an aperitif, throughout any meal and on all drinking occasions.

Additionally, Mionetto won a gold award and was named “Best of Show Prosecco Rosé in retail markets” for Prosecco Rosé at MundusVini Summer tasting 2021.

Henkell Freixenet plans to develop Mionetto's premium positioning in travel retail across the Prestige Collection: Prosecco of the DOC area of Treviso in its Extra Dry and Brut versions as well as the organic variant and the new Prosecco Rosé DOC, which has notes of grapefruit and red berries.

Launched in November 2020, the new Prosecco Rosé is a blend of Glera and Pinot Noir, in accordance with the production regulations surrounding Italy's newly accredited pink fizz.

### **Segura Viudas relaunch**

Focused on craftsmanship and authenticity, Segura Viudas premium cava is more than 800 years old and has entered a new phase, which is characterized by innovation and sustainability.

Under the strapline "Respect the roots", the new positioning aims to underline the value of the Penedes-based bodegas origins and highlights the quality of its vineyards and the grapes. The nonconformist and creative character of the brand seeks to attract selective and curious consumers, the company said.

The new positioning will help to strengthen the brand in the premium and organic wine category. The Brut Reserva cava is an elegant dry serve derived from white fruits that can accompany soft mild cheese and seafood, while the Brut Rosé has a soft finish derived from berry fruits and a light acidity that is an ideal summer drink suited to sweet dishes or on its own.

The brand flagship is the Segura Viudas Heredad in its signature bottle. The Reserva Heredad offers an elegant and versatile Cava that is aged in the bottle for more than 24 months.

Henkell Freixenet will also showcase its extended sustainability offer at this year's Cannes show. "We now have a wide range of organic and vegan certified sparkling wines from across different global brands and product categories," noted Christian Witte, Key Account GTR.

### **Product trends: Minis, RTDs and alcohol-free**

Henkell Freixenet reports that it is seeing sustained growth from its wide range of sparkling wines in small and special formats, such as 200ml, 3x200ml and 5x200ml bottles.

Henkell Trocken, Freixenet Cordon Negro Brut and Mionetto Prosecco Orange are all available as Piccolo and minis, alongside many more of its sparkling wines.

"We have seen strong sales from our special mini multi-packs available in three and five bottles, especially designed for the duty free customer looking for 1L purchases," said

Witte. "For example, we have seen great growth from our inflight partners. Mionetto Prosecco DOC Treviso Brut (Prestige Collection) is served onboard Ryanair flights and consumption has picked up in summer 2021."

The minis theme continues with a marketing focus for travel retail across Henkell Freixenet's Ready To Drink (RTD) portfolio. The company offers a wide range of RTDs across many categories such as hard seltzer, wine- and spirit-based cocktails and sparkling wines.

Additionally, the alcohol-free category is showing good growth, the company said. Henkell Freixenet will display products such as Henkell Alcohol-free, Mionetto 0,0% and Freixenet 0,0% at Cannes.

\*Henkell Freixenet will have a new stand position at the TFWA World Exhibition: Blue Village F11.