

Freixenet hits record sales of 100 million bottles



Leading Cava brand Freixenet marked 100 million bottles sold in 2021 on December 15th. These are the highest annual sales in the company's more than 150-year history, and it is expecting to reach 105 million bottles sold 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.

The alliance Henkell Freixenet has announced the ambitious aspiration to provide one out of every 10 glasses of sparkling wine enjoyed worldwide in years to come.

Watch the video celebrating Freixenet’s milestone: