

# Henkell Freixenet to focus on GTR exclusives at upcoming TFWA World Exhibition



Henkell Freixenet's booth at a previous TFWA Exhibition

German-Spanish spirits brand [Henkell Freixenet](#) plans to showcase a range of travel retail exclusives from across its brand portfolio at the TFWA World Exhibition in October. The offering includes Mionetto, Henkell, Freixenet, Champagne Alfred Gartien, Bolney Wine Estates and Segura Viudas.

“We are more than ready to see all our GTR customers in Cannes in October. Our travel retail sales performance has been growing steadily since travelers started returning post-pandemic and we were pleased with the channel performance in a still challenging environment. We are eager to meet industry partners and together continue to accelerate further our market share in GTR,” says Sandra Janetzki, Senior Vice President at Henkell Freixenet Global Export.

## Henkell

Henkell has had a brand design refresh and the newly updated logo features an embossed and high-shine Henkell lily on the label for a more contemporary look. The brand relaunch is accompanied by a 360-degree digital marketing campaign including social media, PR activities and POS promotions, events and an international roll out.

## Freixenet

2023 sees a broader range from the Freixenet brand available in GTR. While the Cordon Negro and Carta Nevada Cavas are leading the brand and selling in 140 countries worldwide (now available as winter and summer editions), there are also new innovations; these include Freixenet Prosecco, Italian still wines as well as Spanish still wines.



Bolney Wine Estate

## Bolney Wine Estate

Henkell Freixenet is entering the high-quality English Sparkling Wine business with the renowned Bolney Wine Estate. Bolney Wine Estate is considered one of the pioneers among the estates in England. The winery, located near Brighton, was founded in 1972 by Janet and Rodney Pratt and is now run by their daughter Samantha Linter. Bolney has a portfolio of first-class sparkling and still wines that have won several awards.

## Mionetto

A brand new addition to the Italian spritz drinks market is Mionetto Aperitivo, a bittersweet herbal liqueur drink born from a special Italian recipe full of distinctive flavor, perfect for mixing with Mionetto's classic Prosecco. Made from 100% natural flavors, Mionetto Aperitivo stands out for its harmonious blend of sweet red oranges and licorice, fresh acidity from citrus and the bitterness of select botanicals. A special Mionetto Spritz combo gift pack is available in GTR, including the new Mionetto Aperitivo 500ml and one bottle of Mionetto Prosecco DOC Treviso.

Exclusive for GTR partners, Mionetto Valdobbiadene Prosecco D.O.C.G. Brut will continue to be the focus for Henkell Freixenet's premium Prosecco offer and as the group's latest product within the recently

updated Luxury Collection. Mionetto will also showcase its internationally known Prestige Collection, with hero products Mionetto Prosecco DOC Treviso and Prosecco Prosecco Rosé DOC. Considered the premium line of the brand, the Luxury Collection blends together the Mionetto winemaking excellence and the prestigious tradition of Venetian glass artists.



Champagne Alfred Gratien

### **Champagne Alfred Gratien**

The French Champagne founded in Epernay in 1864 is set to expand into GTR with new look branding on its labels. Since 2022, Champagne Alfred Gratien has been among the World's Most Admired Champagne Brands, according to the annual Drinks International Magazine survey.

Since January 2023 the bottles have featured a revised, lighter coat of arms and new lettering with a premium, contemporary look. In addition to the monogram in the coat of arms, Alfred Gratien's signature has been added to the lower part of the label to underline the authenticity of the brand. The fine Champagne has a crisp and elegant taste, perfect for celebrating occasions.

### **Segura Viudas**

During Cannes, Henkell Freixenet will once again champion Segura Viudas, a premium Cava brand with a very long tradition and a clear approach to sustainable wine making. Further to its design relaunch in 2021, 2022 was a successful year for the brand as it established itself in domestic markets, now the focus is on expansion into GTR and to amplify its organic wine brand positioning.

### **NoLo category**

Henkell Freixenet has seen good demand for its 0.0% sparkling wine products and has expanded its ranges accordingly, which are now available for its GTR customers. With a new Feel Free marketing campaign set to focus on aromas of tropical and citrus fruits, Freixenet has extended its offer to include Freixenet 0.0% still wines in white, rose and red expressions. These join Freixenet Alcohol-Free, Henkell Alcohol-Free and Henkell Alcohol-Free Rosé and Mionetto 0.0%.

"This October at Cannes we will showcase a number of product exclusives, designed with travelers in mind. We want to maximize the premium opportunity in travel retail," says Janetzki.

This year, during Cannes, Henkell Freixenet will take its customers on a European sparkling wine tour, with the product focus firmly on its latest NPDs:

- Sekt: Henkell Brut Vintage TREX relaunch
- Prosecco: Mionetto prosecco DOCG TREX
- Cava: Freixenet Brut Vintage Reserva
- English sparkling wine: Bolney Wine Estate Classic Cuvée
- Champagne: Alfred Gartien Classic
- Spritz: Mionetto Aperitivo

Henkell Freixenet will return to its regular stand position at the TFWA World Exhibition: Blue F11 in the Blue Village.