

GRUPO  
**FREIXENET**

**TFWA World Exhibition & Conference Preview**

**Freixenet adds to its successful Italian Sparkling family whilst  
re-launching its iconic black bottle**

*Global Sparkling Wine producer expands its Italian range, launching the most  
premium Sparkling Rose\**

This year's TFWA World Exhibition & Conference sees wine specialist Freixenet sparkle with new additions and new packaging that will make its travel retail offer more compelling than ever (Red Village J7).

Building on the highly successful launch last year of **Freixenet Prosecco D.O.C.G in GTR**, the company is adding to its Italian offer with **Freixenet Pinot Noir Rosé Sparkling**.

"Prosecco continues to be a key driver in the growth of the sparkling wine category and the introduction of our Freixenet Prosecco D.O.C G last year has proved exceptionally successful. The uptake in global travel retail has been encouraging, driven both by the reputation of the Freixenet name and the popularity of Prosecco generally and we've secured listings with key retailers in Europe, the Middle East and Asia," says Philippe Jamme, Global Travel Retail Sales Manager. "The introduction of Freixenet Pinot Noir Rosé Sparkling provides a complete offer for our customers and target consumers; which is key for our continued growth this channel."

Both Sparkling Italian wines are presented in the same embossed bottle design, which has been created following extensive consumer research. "Freixenet Pinot Noir Rosé is the latest addition to our Premium Italian range, exclusively created for global travel retail," says Liza Madrigal, Marketing Director for GTR. "This is a high quality product range, created via extensive research into every aspect from the liquid itself to the packaging. We're confident that adding this new product to our family of sparkling wines will bring us closer to becoming the number one choice of sparkling wine for consumers."

The launch of Freixenet Pinot Rosé Sparkling follows the successful launch of Freixenet Prosecco DOC and Italian Rosé across key domestic markets which include the UK and Scandinavia, where Freixenet has already gained the number 1 position as the most premium prosecco. "Our Freixenet Italian Range has had a phenomenal consumer and trade response in key markets and we are working towards achieving the same success rate in GTR," explains Liza Madrigal.

\*Sparkling wine excl. Champagne

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One of the most iconic products in the Category is Freixenet Cordon Negro. Popular with Cava drinkers all over the world, Cordon Negro Brut has allowed Freixenet to continue engaging consumers all over the world as part of its mission ‘to help the world celebrate more of life’s special moments’. In line with this vision, and to maintain its number 1 position in the sparkling wine category, Freixenet is relaunching its iconic black bottle with the introduction of **Cordon Negro Gran Vintage**, exclusively created for the GTR channel and available from this autumn to all regions.

“We recognize the important role that cava continues to play in the sparkling wine category and are confident that the introduction of Cordon Negro Gran Vintage with its new design will help us to maintain our leading position in the GTR channel,” continues Madrigal. “Whilst maintaining the elegance of the black frosted bottle, the new design adds new contemporary elements to improve its stand out on shelf.”

Freixenet’s extended Italian sparkling range and Cava portfolio headline in Cannes alongside a much wider offer which serves to remind that the company owns more than 20 wineries all over the world, sold in more than 100 countries. Alongside premium boutique wines from Spain incl. Rioja, Ribera del Duero and Coonawarra in Australia to name a few.

“Wine – sparkling and still – remains an undeveloped category in the global travel retail channel but increasingly retailers are seeing the opportunities and the advantages of offering a global offer rather than destination or region specific,” continues Jamme. “Our core range of products have played an important role in growing the sparkling wine category in GTR, but there is still a significant opportunity to grow this segment. TFWA World Exhibition, provides us with a great platform to showcase our brands and to continue delivering innovative and exclusive products that anticipate the needs of the GTR shopper”.

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### **About Freixenet:**

A family-owned business with over 150 years of wine-making heritage in the Penedès region west of Barcelona, Freixenet is renowned for the quality and consistency of its world-leading Denominación de Origen sparkling wine. Over 200m bottles of Freixenet are manufactured every year for export all over the world.

\*Sparkling wine excl. Champagne

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From the famous Freixenet Cordon Negro – Freixenet’s key brand in the iconic frosted black bottle – to a new exciting innovation like ICE Cava and the recent launch of the dazzling Freixenet Prosecco D.O.C.G., Freixenet continues to fuse tradition and technology in pursuit of excellence in fine wine-making.

Celebrating 150 years of fizz expertise with a dash of style, in every bottle.

\*Sparkling wine excl. Champagne