



## Freixenet and Henkell join forces to form world's leading sparkling wine group

- **Henkell signs an agreement to acquire 50.67% of Freixenet S.A.'s shares**
- **Extensive, international cooperation agreed**

**Wiesbaden/Sant Sadurní d'Anoia, 17. March 2018** – Henkell, the Oetker Group's branch for sparkling wine, wine and spirits, has signed an agreement to acquire 50.67% of Freixenet S.A.'s shares and furthermore signed an extensive, international cooperation agreement with the remaining shareholders José Ferrer Sala and José Luis Bonet Ferrer.

By joining forces, the companies will become the world's leading sparkling wine group. Their wide product portfolios and respective presence in international markets complement each other perfectly. While Freixenet stands for the world's leading cava brand, Henkell's Mionetto Prosecco is the world's leading Prosecco and Henkell Trocken is Germany's most exported sparkling wine.

Freixenet and Henkell share a deep understanding of tradition, quality and continuity. The strategic partnership will aim to open up new markets and distribution channels for both companies, enabling them to further expand their international market positions and to achieve sustainable growth.

José Luis Bonet Ferrer, President of Freixenet S.A., added: "Over three generations, we have made Freixenet the world's leading producer of cava. In Henkell we have found a strong partner with a long-term strategy which will significantly strengthen Freixenet and help us to maintain our identity and tradition - with an even stronger international presence in the future."

Dr. Albert Christmann, General Partner of Dr. August Oetker KG, said: "The Oetker Group consequently continues the expansion of its areas of business. With the acquisition of the shares of Freixenet we will strengthen the international market position of our sparkling wine, wine and spirits division significantly while at the same time we build up a solid base for sustainable joint growth in that business."

Dr. Andreas Brokemper, CEO of Henkell, said: "Henkell and Freixenet share a strong entrepreneurial vision. We are delighted to realize as partners the opportunities of the globally growing sparkling wine market. Together, we can offer our customers not only global expertise but also a unique range of first-class brands and specialties."

Henkell and Freixenet will communicate details of the partnership later. The acquisition of the shares is subject to approval by the antitrust authorities.

### **About Freixenet, S.A.**

Freixenet is a family-owned company which was founded in 1914, but with roots that date back to 1861. It is Spain's largest exporter of beverages and the global No.1 cava producer. The company is headquartered in Sant Sadurní d'Anoia, close to Barcelona. Freixenet, to which brands such as Freixenet, Mederaño, Mia, Segura Viudas and Gloria Ferrer belong, has subsidiaries in 19 countries, such as in the US, Argentina, China and Australia and exports its brands to 109 countries.

### **About Henkell & Co.-Gruppe**

Henkell & Co.-Gruppe is represented by its subsidiaries in 21 countries, exporting to more than 100 countries around the globe. It is the market leader for wine, sparkling wine, Prosecco or various categories of spirits in numerous countries. The building where Henkell was founded remains the headquarters of the Henkell & Co.-Gruppe, to which brands such as Henkell, Mionetto, Champagne Alfred Gratien, Törley Sekt, i heart WINES and Mangaroca Batida de Côco belong. Further information can be found at [www.henkell-gruppe.com](http://www.henkell-gruppe.com).

Press contact:

#### **Freixenet, S.A.**

Martina Rothe Obregón

Chief Marketing Officer

Joan Sala, 2

08770 Sant Sadurní d'Anoia

T. +34 600597226

E. [Martina.Obregon@freixenet.es](mailto:Martina.Obregon@freixenet.es)

#### **Henkell & Co.-Gruppe**

Jan Rock

Head of Corporate Communications &  
PR

Biebricher Allee 142

65187 Wiesbaden

T. +49 (0)611 63-210

E. [jan.rock@henkell-gruppe.de](mailto:jan.rock@henkell-gruppe.de)