



**HENKELL & CO.**  
GRUPPE

Sekt  
Champagne  
Crémant  
Prosecco  
Cava  
Wine  
Spirits



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## Dear Reader,

Our mission is to inspire people with our own love of sparkling wines through the Sekt, Champagne, Crémant, Cava and Proseccos we ourselves produce. Our corporate subsidiaries in the 20 different countries where we are active craft sparklers, wine and spirits and export our brands to over 100 other countries around the world. The Group headquarters is located in Wiesbaden, Germany.

This magazine is designed to give you an insight into our philosophy and an overview of our portfolio of brands, with which we aim to consistently inspire consumers around the world with excellent quality, contemporary design, surprising innovations and marketing that is timely and appealing.

*We Make Life Sparkle!*

Dr. Andreas Brokemper

Eberhard Benz

Frank van Fürden



### A tradition of innovation

Top quality, loving design, contemporary trends: 'a tradition of innovation' is the Henkell & Co.-Gruppe's commitment to inspire customers and consumers again and again with its major brands and to continuously surprise them with innovative ideas – in Germany as well as in Italy, France, Hungary, the Czech Republic, Poland, the US and many other countries around the world.

### It all began with an idea

The milestones on the way to becoming an international sparkling wine, wine and spirits group are closely linked with the *Henkell* brand: Mainz-born wine merchant Adam Henkell, who loved sparkling wines, laid the foundations – having learned the art of Champagne-making in France. His own sparkling wine factory, opened in 1856, represented the best of both worlds, marrying French *cuvée* expertise and superior German craftsmanship. The sparkling wine, produced there since 1856, became known worldwide under the brand name *Henkell Trocken* starting in 1894.

The Henkell family realised early on the value of successful brand building, setting in motion a unique brand story using what were for the times highly innovative measures. Whether as one of the first-ever legally registered brands in 1898, as the inventor of the *Piccolo*, the Henkell trademark that since 1935 has stood for an entire market segment, or from 1950 on as a successful exporter of German sparkling wine culture to the rest of the world. Today *Henkell Trocken* is Germany's most-exported brand of sparkling wine.

### Today's global operations

The merger of Henkell & Co. and Söhnlein Rheingold in 1987 united the valuable brand histories of the former competitors under a single roof – ready to meet new challenges with new strength. The consistent expansion to become an international Group began in the early 1990s, with the acquisition of Hungarian sparkling wine market leader Törley.

Through the acquisition of leading national producers, the Group is realising new growth opportunities in Europe and beyond. Today the Group is active around the globe with a portfolio of sophisticated sparkling wines, still wines and spirits built around the core international brands *Henkell* and *Mionetto Prosecco*. Our international expertise enhances the domestic business at our various locations. Steadily increasing export volumes ensure that the various brands inspire consumers beyond their respective national borders.

The top brands are strengthened by trend-orientated innovations and promoted through contemporary marketing – so that today and in future, we can offer consumers in Germany and around the world sparkling wines, wines and spirits that are truly premium in every sense of the word.



Marcel Szopa. Sekt Production Henkell & Co., and  
Nicolas Jaeger. Cellar Master Champagne Alfred Gratien



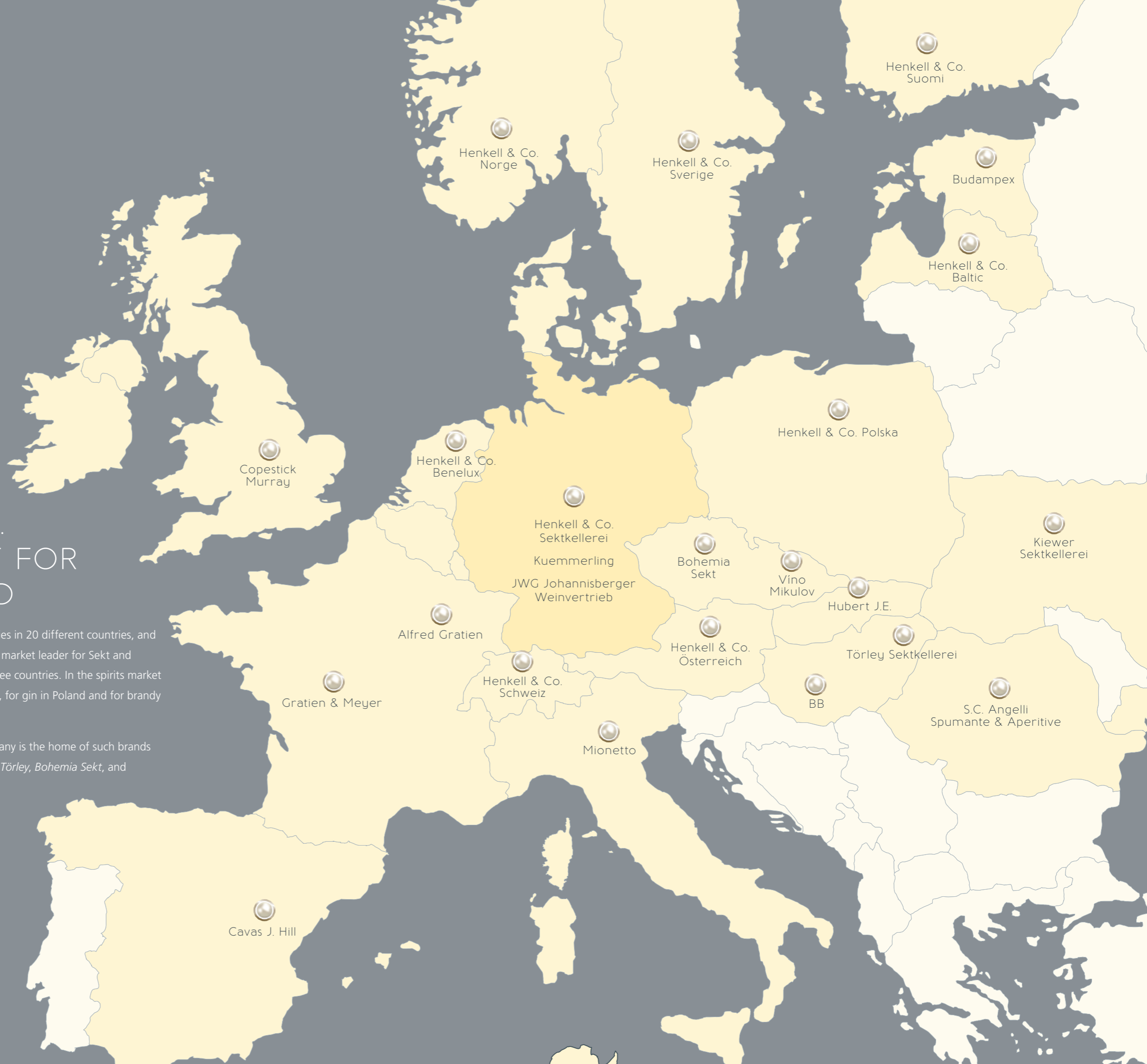


Mionetto  
USA

# SPARKLING WINE, WINE AND SPIRITS ... FROM EUROPE, BUT FOR THE WHOLE WORLD

The Henkell & Co.-Gruppe is represented by its own subsidiaries in 20 different countries, and exports to over 100 nations around the world. The firm is the market leader for Sekt and Prosecco in many countries, and the leading winemaker in three countries. In the spirits market as well the company is a market leader, for vodka in Germany, for gin in Poland and for brandy in Slovakia.

The Henkell & Co.-Gruppe headquarters in Wiesbaden, Germany is the home of such brands as *Fürst von Metternich*, *Mionetto Prosecco*, *Henkell Trocken*, *Törley*, *Bohemia Sekt*, and *Wodka Gorbatschow*.



Henkell & Co.  
Suomi

Henkell & Co.  
Norge

Henkell & Co.  
Sverige

Budampex

Henkell & Co.  
Baltic

Copestick  
Murray

Henkell & Co.  
Benelux

Henkell & Co. Polska

Henkell & Co.  
Sektellerei

Kiewer  
Sektellerei

Kuemmerling  
JWG Johannisberger  
Weinvertrieb

Bohemia  
Sekt

Vino  
Mikulov

Hubert J.E.

Alfred Gratien

Henkell & Co.  
Österreich

Törley Sektellerei

Gratien & Meyer

Henkell & Co.  
Schweiz

BB

S.C. Angelli  
Spumante & Aperitive

Mionetto

Cavas J. Hill



## THE FINEST OF EUROPEAN SPARKLING WINE CULTURE



### TINGLY TOP QUALITY

Now the tingly top quality available from Europe's leading wine cellars can be enjoyed by sparkling wine lovers everywhere – a culture of craftsmanship grown over centuries that yields uniquely superior sparkling creations. The products are still made via traditional methods with the utmost of care, drawing upon a trove of experience and a connoisseur's sense for nuance. Henkell & Co. brings these products to the world.

### THE BEST OF THE BEST

Henkell & Co. – with subsidiaries throughout Europe – has an international portfolio of top sparkling wine products of the company's own making, ranging from fine German Sekt to sparklers from Hungary and Slovakia, French Champagne and Crémant, Italian Prosecco and Spanish Cava, all united within the 'Pearls of Europe Collection'. This special assortment makes the history and special fascination of sparkling wine experienceable. Here the greatest in European winemaking art unfolds, as distinctly regional qualities are preserved and highlighted.

The result: outstanding and unique sparkling wines which are counted among the very best ever. Underscoring the premium nature of Henkell & Co. products with their quality and multi-faceted composition, these pearls are turning even more people on to sparkling wines from the world's leading wine regions.

### THE HENKELL SHOP ... AT A GLANCE

The pearls are strung on a single strand at the Henkell shop located on the grounds of the Group headquarters in Wiesbaden, where friends of sparkling wine can go on a scintillating journey through Europe's top sparkling wine regions.





## SEKT GERMANY



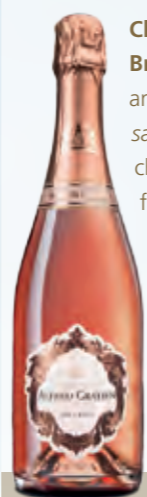
**Adam Henkell Chardonnay** is made of exquisite Chardonnay grapes from classic French wine-growing regions. The French art of cuvée meets German winemaking craftsmanship to yield wines of unique character.

## SEKT GERMANY



A sparkler is only ever as good as the wine it's made of, which is why the cellar masters of Schloss Johannisberg exclusively choose premium grapes from select Riesling-growing areas for **Fürst von Metternich Riesling Sekt**.

## CHAMPAGNE FRANCE



**Champagne Alfred Gratien Brut Rosé**: This sparkling ambassador of the French *savoir vivre* is a handmade champagne par excellence from Épernay, made primarily of grapes from grand cru regions, revealing the artistry of French cuvée.

## CRÉMANT FRANCE



**Gratien & Meyer Flamme d'Or Crémant de Loire Brut** is a Crémant from the famous wine-growing region in the Loire Valley whose cuvée blends superior Chardonnay with a small amount of Pinot Noir.

## CAVA SPAIN



**Cavas Hill 1887 - Cava Vintage Brut Reserva** comes from Spain's famous Penedès wine region in the heart of Catalonia, produced by the traditional bottle fermentation method.

## PROSECCO ITALY



The quintessence of Prosecco: The fine **Mionetto MO Valdobbiadene Prosecco Superiore DOCG**, made of grapes from the DOCG area in the Veneto region of northern Italy, epitomises the modern Italian life-style.



The grapes that go into **François Président Brut** made by the prestigious Törley winery come from Hungary's prestigious Etyek-Buda wine-growing region which affords similarly ideal conditions as in the Champagne region.

## SEKT HUNGARY



The secret to the beguiling **Bohemia Sekt Prestige Brut** is a varietal blanc de blancs made of Chardonnay grapes from Moravia, the Czech Republic's leading wine-growing region in the Champagne belt.

## SEKT CZECH REPUBLIC



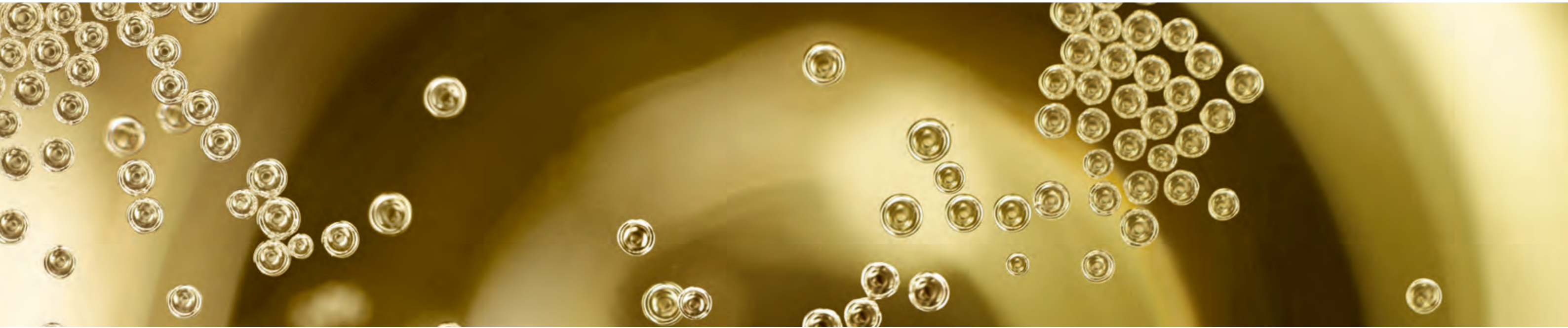
**Johann E. Hubert Extra Dry** is a boldly composed cuvée of Grüner Veltiner, Riesling and Chardonnay grapes from Slovakia's prime wine-growing regions Južnoslovenská and Malokarpatská, which lie at the foot of the Carpathian Mountains.

## SEKT SLOVAKIA





# International Sparkling Wines



HENKELL MIONETTO FÜRST VON METTERNICH  
SÖHNLEIN BRILLANT TÖRLEY BOHEMIA  
HUBERT ANGELLI UKRAINSKOYE ALFRED GRATIEN  
GRATIEN & MEYER CAVAS HILL





## HENKELL

Making Life Sparkle since 1856

A dream come true, a hard-won success, a sparkling party – all of these touching moments will be remembered for years to come. For over 150 years Henkell has been an ambassador for bubbly joie de vivre, uniting the French art of cuvée with German master craftsmanship to make the finest sparkling wines for special everyday moments and large festive occasions. The name stands for the best in German sparkling wine culture, combining glamour, a zest for life and timeless cultivated enjoyment.

### Superior brand quality

The brand family of sophisticated sparklers is diverse: from the classic *Henkell Trocken* to line extensions like *Henkell Rosé* – every taste meets its match.

The master brand of the Henkell & Co.-Gruppe has secured a firm position in the German and international sparkling wine markets: classic grape varieties, combined with a spirit of innovation and that indispensable tingling, are vital factors for success.





### Success beyond borders

*Henkell* is at home in Wiesbaden and can be found all over the world: from Canada to Australia and Scandinavia – the main export brand of German Sekt thrills consumers in more than 100 countries around the globe. Stylish and sophisticated, the classic *Henkell Trocken* epitomises fine German sparkling wine culture.

### Pioneering spirit shapes global brand

Avant-garde is de rigueur at Henkell: since 1856, innovation and a sense for trends have marked milestone after

milestone on the path of this successful brand story.

In 1898 as one of the first German brands ever to be included in the national trademark register, at the start of the 20th century with modern history-making ad campaigns, or as the founder of a new market segment with the introduction of the trademark *Piccolo* 200ml bottle.

The current century is characterised by modern expansions to the product portfolio – with new creations reflecting the latest trends in sparkling wine. The brand always has its finger on the pulse of the times. In 2015 Henkell added

the alcohol-free product *Alkoholfrei* to the portfolio along with *Henkell Blanc de Blancs*, which comes in a trendy white-painted bottle. The current TV campaign focuses on the qualities of the brand: sociableness with a high sense of style – *Making Life Sparkle since 1856*.

### Everywhere life is

A regional bond and international commitment all at once: the stately headquarters of the brand in Wiesbaden opens its doors to engage the wider community at well-frequented events. Be it the 'Sektnacht' or the annual concert series in

support of emerging artists, sponsorship activities are an integral part of the event calendar of the Rhein-Main area. Beyond the regional stage and internationally too, *Henkell* is particularly prominent wherever emotions come into play and people gather to celebrate victories large and small. As an active sponsor the brand is present at many social, cultural and sporting highlights.







## MIONETTO

### Refreshingly Italian

*Mionetto* is Prosecco par excellence: the Italian lifestyle shapes the essence of *Mionetto* – a brand with a lightness and sensuality that are captured in a television spot set in Venice at night. *Mionetto* is one of the most prestigious Prosecco wineries in Italy and the only German-owned traditional producer of Prosecco.

The winery produces fine Spumanti and Frizzanti in the heart of the northern Italian Prosecco growing region of Veneto using traditional production methods. The *Mionetto* brand slogan is “Design del Gusto”, for the products combine unique design with superior taste, creating a feeling of the easy-going Italian way of life.

### Frizzante-based trendsetters

Young, trendy and extremely successful: with modern, premixed refreshers with a Frizzante base, *Mionetto* is exciting younger consumers and those young at heart.

Whether the milder *il HUGO!* made from elderflower extract and gently sparkling *Vino Frizzante*, the pink and seductively tasty *il HUGO! Rosé* or *il SPRIZ* with a fruity-bitter note – these summery trendsetters are a quick-serve treat. They taste fresh and fruity and evoke an Italian summer night’s dream upon first sight.





### From premium to superior

With a wide range of different Spumante and Frizzante product lines, *Mionetto* is a favourite among sparkling wine lovers. Grapes from select single vineyards characterise the superior Spumanti of the Prestige collection. The well-recognisable orange rising spiral label of *Mionetto Prestige Prosecco DOC Treviso Brut* means effervescent enjoyment with a fruity apple aroma for any occasion. The new finely fizzy *Mionetto Prosecco DOC Treviso Frizzante*, made of classic Prosecco grapes from the Province of Treviso, creates Mediterranean-style *joie de vivre*. The product's little sister, *Mionetto Cuvée Frizzante*, comes in a fashionable 0.2l aluminium bottle, delivering an uncommonly fine tingle in trendy eatery settings.

The premium line *MO*, made exclusively of multiple award-winning cuvées of grapes grown in Veneto's best locations, is known for its outstanding and unmistakable flavour notes, coming in an elegantly designed bottle which is seen at the most special of occasions and whenever only the very best will do.

### Italianità for every budget and taste

Variety, premium-class superiority and certified origin – these are the hallmarks of *Mionetto*: the broad portfolio

includes multiple product lines with various quality levels and price ranges. 'Prosecco' is a controlled designation of origin whose use is restricted exclusively to products from the northern Italian winegrowing region. These are made from the traditional Prosecco grape variety, Glera.

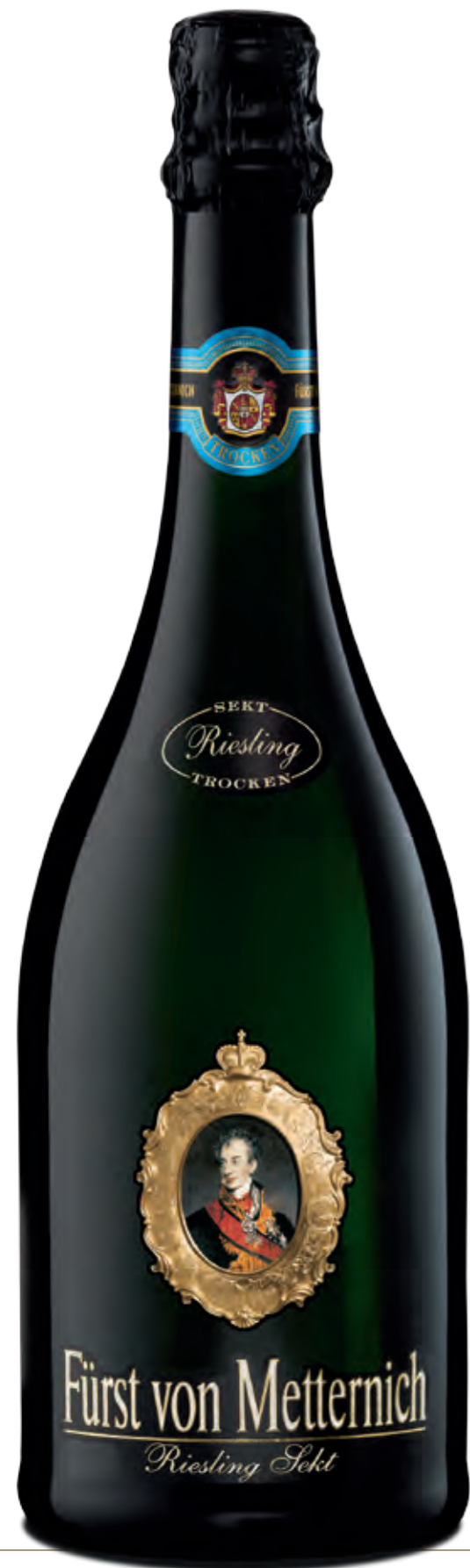
Stringent specifications guarantee to consumers that the fine Spumanti and Frizzanti produced by the winery fulfil the most exacting quality standards. It's a winning concept: Prosecco is the most successful sparkling wine of the past decade.

### A love of Prosecco brings the world together

Good taste is international: Mionetto has been exporting Italian Prosecco enjoyment to the whole world for many years. The brand is the star of the fine-dining scene in Italy and it pioneered the Prosecco segment in the USA with its own subsidiary and now leads the US market. Throughout northern Europe and in more than 50 countries worldwide, consumers appreciate the exquisite, fresh taste that sets the winery's products apart. With quality consciousness, deliberate branding and a keen nose for trends, Mionetto has long been an international success story and is a byword around the world for a relaxed Mediterranean lifestyle.







## FÜRST VON METTERNICH

A prince reigns over the world of premium sparklers

Celebrating with the prince is a sure sign of style and exclusive taste: with its excellent quality, exquisite grape varieties and elegant design, *Fürst von Metternich* is a sparkling masterpiece.

The high standards of this luxury brand make it the beverage of choice at premiere social events. *Fürst von Metternich* was born to be a leader: this award-winning aristocrat among sparkling wines leads the premium segment in Germany.

Exceptional grapes combined with expertise and passion

The success formula of the princely family is as timeless as it is contemporary: the best of the best is combined to produce something exquisite. The base wines selected by experienced cellar masters to make *Fürst von Metternich* are exclusively of grapes grown in Germany at vineyards in the most prime locations.

An abundance of sunny days and cool nights allow the grapes to develop their full flavour. The brand's origins lie at Schloss Johannisberg palace – famous as the first Riesling vineyard in the world, and what made the special in the first place is still the same today.

The basis for all of sparkling wines is an appreciation of the individual grape variety: whether the classic *Fürst von Metternich Riesling Sekt Trocken* and *Extra Trocken* or the contemporary, fruity line extensions *Fürst von Metternich Rosé* and *Chardonnay* – the single-variety sparklers preserve the characteristics of Riesling, Pinot Noir and Chardonnay and genuinely showcase them to best effect.





### A clear message: premium

Noblesse oblige: *Fürst von Metternich* is a faithful guarantor of an enjoyable premium sparkling wine experience. A clear brand image, combining uncompromising quality standards and a visually appealing design, engenders trust and ensures distinctiveness. The traditional bottle shape is made more sophisticated with elegantly placed accents. The striking portrait of legendary diplomat and vineyard owner Fürst von Metternich on the label is a tribute to the man who, with his outstanding Rieslings, initiated

the much later rise of the brand in 1971, which today still stands for sparkling wine enjoyment at the highest level. Special limited editions like the *Congress of Vienna* launched in 2015 and not available in stores as well as the 2016 *Gold Edition* are coveted collectibles.

### Top sparkling wine at top events

*Fürst von Metternich* makes a glamorous appearance and is invariably to be found at any special event demanding an atmosphere of nobility. Premium *Fürst von Metternich* Sekt

lends a special flair to exclusive cultural, social, sporting and charity events.

The brand communication faithfully reflects the brand values: a modern, exuberant image in conventional advertising media, at the PoS and on the Internet positions the brand confidently and communicates its exceptional, award-winning premium quality in an impactful and memorable way.







## SÖHNLEIN BRILLANT

For special everyday moments

One billion fetched by *Söhnlein Brillant*. Now long exceeded, that high score made this versatile sparkling wine a bona fide record holder. The reason is obvious: its 'brilliant taste' makes this sparkler an exquisite all-rounder.

That spontaneous tingling

A challenge mastered, an unexpected meeting or a brief flirtation – *Söhnlein Brillant* is as spontaneous as joy itself. Unpretentious yet beautifully composed, it's a perfect fit for the lifestyle of today's connoisseurs. The secret of *Söhnlein Brillant's* success: its consistently high quality regularly results in *Söhnlein Brillant* receiving awards at prestigious national and international competitions.

Exceptionally varied

Whether dry or mild, white or red and even non-alcoholic – the product portfolio is a perfect mix of the classic and the surprising. Refreshed regularly, the range comprises perennial top-selling taste varieties like *Söhnlein Brillant Trocken* as well as unconventional innovations like non-alcoholic *Söhnlein Brillant Alkoholfrei Rosé* and modern sparkler cocktails like *Söhnlein Hugo* and the strawberry *Söhnlein Erdbeere*. The appearance of the entire *Söhnlein Brillant* range was redesigned in 2015 for a more appealing and contemporary look.

Direct engagement with fan community

*Söhnlein Brillant* prioritises an authentic exchange with its consumers. Classic communications have been augmented by social media activities, enhancing contact with younger consumer groups.







## TÖRLEY

Hungary's leading brand of sparkling wine

*Törley* is the market-leading Hungarian sparkling wine brand and is sure to be found anywhere sparkling wine is served. With good reason: since its foundation in 1882, the cellars took Champagne as an example. A French cellar master was there at the start, bringing his full expertise and experience to bear.

To this day, the premium wines used to make many cuvées of these fine sparkling wines are made from grapes grown in the company's own vineyards. These are cultivated in the tradition-rich Hungarian wine region of Etyek. The region's soil and climatic conditions are comparable with those of Champagne, resulting in unique wines – a perfect base for superior-quality sparkling wine.

### One for all

The *Törley* portfolio comprises five impressive product lines. Produced using the Méthode Charmat, *Törley* sparkling wine is available in different varieties – from brut to rosé and red sparkling wine. The high-quality, finely beaded sparkling wines *Törley Brut Nature Chardonnay* and *Törley Chardonnay Brut* are produced using the Méthode Traditionelle in the complex bottle fermentation process.

Offering a winning sparkling wine for every taste requires moving with the times: The products in the non-alcoholic line reflect the trend toward lighter sparkling wine enjoyment. New in the assortment: *Chapel Hill Spumante*.

### The world discovers Hungarian sparkling wine culture

A zest for life, a feeling of celebration and a high level of quality – these are the qualities consumers associate with the name *Törley*, thanks to purposeful brand development.

With a fresh, upmarket image as a sponsor of Hungarian cultural events and popular television shows, the brand communicates these values in a sustainable way. Internationally too, the far-and-away leading brand of Hungarian sparkling wine is generating buzz, gaining new fans of Hungarian sparkling wine and culture particularly in northeastern Europe but also in North America.







## BOHEMIA

A monument to Czech sparkling wine culture

The bohème stands above the rest. Naming a sparkling wine after this fabled region and people correctly arouses great expectations. *Bohemia*, by far the Czech Republic's leading sparkling wine brand, can measure itself against the highest standards. The brand is a national symbol of joie de vivre and special moments. And word has got round: today, the sparkling wine from the Czech Republic can be enjoyed in nearly 30 countries around the world.

Homage to French cellar master

*Bohemia Sekt Demi Sec* is the brand's top-selling flagship product. Well-loved for decades, this classic sparkler remains forever young. And that is no coincidence, as the products in the winery's broad range are manufactured under optimal conditions in an ultra-modern facility, certified by numerous control bodies. New and modern additions to the range like non-alcoholic *Bohemia Sekt Alkoholfrei*, *Bohemia Sekt La Fleur* and the trendy sparkler cocktail *Avanti Hugo* reflect current consumer preferences.

At the same time, tradition is writ large at Bohemia: *Bohemia Sekt Prestige* is made using the traditional method of bottle fermentation. With the premium sparkler *Louis Girardot*, the winery harkens back to its roots: this very exclusive tippie celebrates the legacy of the French cellar master who with his creations laid the foundation for the success of the *Bohemia* brand.

Celebrities underscore glamorous image

The Czech Republic's most renowned top model, Tereza Maxova, appears in evocative television commercials for *Bohemia Sekt*, lending the brand modern elegance and attracting a high level of attention among younger consumers of sparkling wine. Wherever culture and style are at home, *Bohemia Sekt* is there: the brand is a popular accompaniment at cultural events such as theatrical and operatic premieres and private viewings. *Bohemia* is also well-known as a partner of governmental institutions. For example, it is the long-standing exclusive purveyor of sparkling wine and still wine to the Prague Castle.

LA FLEUR  
A HRA MŮŽE ZAČÍT.

ROMANTIKA I NESPOUTANÁ VÁŠEŇ,  
NEVINNOST I NEODOLATELNÁ TOUHA.  
PODLEHNĚTE VÝJIMEČNOSTI BOHEMIA SEKTU LA FLEUR.  
JEDINEČNÉHO SEKTU  
Z PEČLIVĚ VYBRANÝCH AROMATICKÝCH ODRŮD,  
KTERÝ PROBUDÍ VAŠE NEJSMYSLNĚJŠÍ PŘEDSTAVY.





## HUBERT

The market-leading sparkling wine brand from Slovakia

Traditional sparkling wine production winningly combined with a modern product philosophy: the winery of leading Slovakian sparkling wine brand *Hubert* has proudly preserved the original French-inspired method for producing sparkling wine for more than 185 years. Superior domestic base wines from the Carpathian mountains are blended to create the fine cuvées for the popular sparkling wines of the *Hubert* brand.

Sparkling wine classics and modern on-trend sparkling beverages

*Hubert Sekt* fulfils the most exacting quality standards and covers all price ranges in the sparkling wine segment. In the premium segment, the top-selling product *Hubert de Luxe* is well-positioned. A cuvée of fragrant grape varieties produced in a single fermentation process modelled on the Asti method yields a sparkling wine of distinctive elegance. With the recently launched line *Pauline Hubert*, the winery pays tribute to its former proprietor, who laid the foundation for its success more than a century ago. The classic *Hubert Club* is the undisputed number one product in the portfolio and the guarantor of market leadership in Slovakia. The product range is complemented with variations on contemporary trends, including the compositions *Hubert Club Alkoholfrei* (non-alcoholic) and *Hubert de Luxe Rosé*, which brings the global rosé trend to Slovak consumers.

Focus on quality

The winery guarantees that its products meet international standards. A quality management system certified to ISO and BRC Global Standards ensures reliable compliance with international food safety regulations. This guarantees top-quality products for consumers and strengthens the *Hubert* brand internationally as well. Wine experts recognise this focus on quality with numerous awards at national and international competitions.

Event and on-trade sponsor

As the country's largest and most renowned sparkling wine producer, the *Hubert* brand supports a host of cultural and social events as well as the on-trade business: the brand's sponsorship of sommelier training courses demonstrates its commitment to further strengthening the Slovakian dining scene.







## ANGELLI

Romania's rising star has got what it takes

Founded only in 1994, *Angelli* is a true newcomer to the sparkling wine market. The brand scores with its success story, not with tradition. The young Romanian company focuses on modern marketing. This has enabled Angelli to assume leadership of the domestic market within just a few short years and to become a very successful exporter, too. The brand is consumed in many EU countries as well as Turkey, Japan and Canada.

### Exceptionally broad product portfolio

The Angelli product portfolio leaves consumers spoiled for choice: whether dry, semi-dry or sweet – with five different taste varieties, the *Angelli* line offers the perfect sparkling wine for every taste. Consumers with exclusive taste prefer *Angelli Superiore Cuvée Nobiliar*.

On the pulse of a hot trend in the European sparkling wine market, three wine-based newcomers are delighting Romanian consumers: the sparkling aperitivi with the low alcohol content come in the flavours orange bitters, forest fruits and cherry pink. Fruity and light – they taste just like summer.

### Big stage for Angelli

*Angelli* is the brand with the highest recognition value on the Romanian market. Its fresh, young image is being selectively and deliberately expanded: *Angelli's* traditional advertising positions it strongly.

As a sponsor of cultural events and a patron of high-profile Romanian artists in an array of different fields from music to fashion, the brand also resonates particularly with younger consumers.







## UKRAINSKOYE

Market leader in Ukraine

The centuries-old Ukrainian sparkling wine tradition lives on and evokes the opulent tsarist era and its feudal feasts. The myth remains vital today with *Ukrainskoye*, the successful premium Ukrainian sparkling wine.

### Glamorous and luxurious

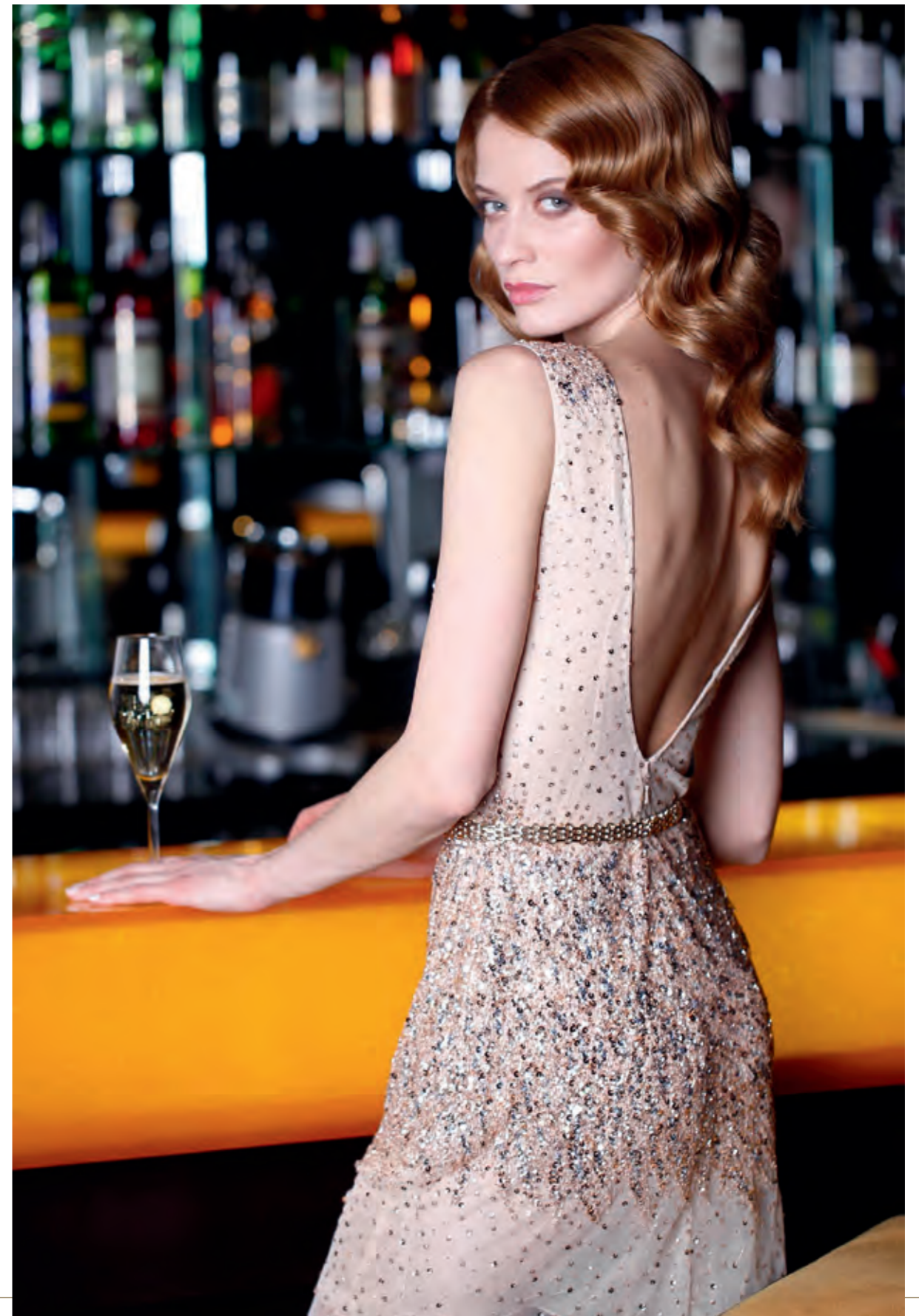
*Ukrainskoye* – an exclusive brand of semi-dry white and red sparkling wines made solely from Ukrainian base wines. The regions of southern Ukraine produce outstanding wines, as they enjoy an ideal climate, which guarantees superior-quality grapes.

The wines for the various cuvées are vinified from the typical regional grape varieties Cabernet, Merlot and Saperavi as well as Riesling, Aligoté and Sauvignon Blanc. A complex traditional bottle fermentation process yields these fine sparklers, notable for their distinctively mild, fruity taste.

### Focus on origin

The current trend towards fruity sparkling wines is as if made for the products of *Ukrainskoye*, as they have traditionally been the first choice for those who prefer a semi-dry taste.

The difficult economic conditions and extremely contentious political situation in Ukraine currently pose special challenges for the producer of the popular sparkling wine brand, which is an absolute top seller on the domestic market.







## ALFRED GRATIEN

### From the heart of the Champagne

This sparkler has earned its distinguished name: *Alfred Gratien* is Champagne that surpasses expectations around the world. Its origin is Epernay, in the heart of Champagne. The exclusivity of *Alfred Gratien* begins with the base wines: only immaculate Chardonnay, Pinot Meunier and Pinot Noir grapes go into its production.

They in turn are sourced from precisely-defined Grand Cru sites from areas such as Montagne de Reims, Vallée de la Marne, Côte des Blancs and Côte des Bar. After crushing, the fresh must from strictly regulated, hand-picked grapes is fermented in small oak barrels on the Alfred Gratien premises.

### Fourth generation of cellar masters

Expertise gained over decades of experience and an eye for the exceptional are prerequisites for producing noble French Champagne. Furthermore, the exclusive vintners from whom the grapes are sourced have been partners of the company for decades and practically belong to the family.

Cellar master Nicolas Jaeger, representing the fourth generation of the Jaeger family at Alfred Gratien, creates exclusive compositions with tremendous expertise and a skilful hand. *Alfred Gratien* is produced entirely without malolactic fermentation. The result is Champagne whose dense, vinous structure sets it apart from others and makes it one of the finest products France has to offer. Champagnes bearing the *Alfred Gratien* label regularly wow juries of experts at international wine competitions, where they take top honours.

### Less is more

Champagne retains its luxury status: a product requiring so much care and experience cannot be mass-produced. With annual production limited to 300,000 bottles, Champagne Alfred Gratien guarantees the exclusivity of the brand. A real gem: the latest release vintage Champagne *Alfred Gratien Brut Millésimé 2000*.







## GRATIEN & MEYER

Wines of world renown for exceptional Crémants

The words 'Crémant de Loire' stir the hearts of those who love sparkling wines, for the region surrounding the city of Saumur boasts ideal viticultural conditions. Grapes from the Loire region enjoy an excellent reputation, thus the location is perfect for a Crémant winery like Gratien & Meyer – one of France's oldest sparkling wine cellars.

Quality sparkling wines meeting the highest standards have been produced via old-world craftsmanship at this family-owned winery since 1864. The traditional bottle fermentation is employed to make Crémant de Loire, which has enriched the international portfolio of Henkell & Co since 2000. The fine cuvées, principally made of the Chenin and Cabernet Franc grape varieties, are sometimes augmented by a small amount of Chardonnay to round out the taste.

### Famous tuffaceous soil

Crafted to meet the highest standards of quality, Gratien & Meyer Crémants are loved for the individuality of their flavour. The gently sparkling *Crémant de Loire A.O.C. Brut*, a cuvée of Chenin Blanc, Cabernet Blanc and Chardonnay grapes, is known for its bouquet of almond and peach hints.

Only select grapes from our own vineyards are used to make the superb masterpiece *Cuvée Flamme Brut Crémant de Loire*. The grapes thrive on the chalky soils of the region which give *Cuvée Flamme* its particular finesse and distinctive wine bouquet.

In the well-tempered tufa cellars of Gratien & Meyer this extremely special Crémant is aged for an unusually long period of more than two years. Because of this great care taken in maturation, the Crémant achieves a very fine mousseux and an incomparably refined elegance.







## CAVAS HILL

### Penedès: Home of Cava

Cava is a quality sparkling wine from Spain produced nearly exclusively in the Penedès region southwest of Barcelona. Sunny summers that are not too hot and mild winters have made the region the epicentre of Spanish sparkling wine production.

The Cavas Hill sparkling winery is located as well in this Cava stronghold, in the village of Moja. Some 159 towns and villages are licensed for production, in which the typical white Cava grape varieties Xarel·lo, Macabeo and Parellada are carefully processed along with Chardonnay, Garnacha and Monastrell varieties.

### Rich winery tradition

The origins of Cavas Hill date back to the 17th Century, but the same strict quality regulations for Cava still apply, as bottle fermentation is officially prescribed for the fine products made today as part of the *método tradicional*. Maturation on yeast follows in vaulted cellars for at least nine months until the characteristics of genuine Cava are achieved.

### Spanish variety for German connoisseurs

The Cava trio of the dry *Cavas Hill 1887 Brut*, the medium dry *Cavas Hill 1887 Semi Seco* and the fruity *Rosé Cavas Hill 1887 Rosado* caters to the spectrum of all taste preferences.

Cavas Hill products have a visual aesthetic appeal much in line with their reputation, looking attractively upscale with a stylish, straightforward and refined design that transports the traditional Spanish brand into the modern age.





# International Wines



SCHLOSS JOHANNISBERG G.H. VON MUMM  
I HEART WINES VÍNO MIKULOV HABÁNSKÉ SKLEPY  
TÖRLEY BB CHAPEL HILL VITIS





## SCHLOSS JOHANNISBERG

### Premiere address for exclusive Riesling

Schloss Johannisberg is, in every sense of the word, a premiere address. Considered the first Riesling vineyard in the world, where late-harvest (Spätlese) and ice wine originate, tradition and modernity are harmoniously intertwined with quality-conscious viticulture at Schloss Johannisberg.

The estate benefits from an exceptionally mild climate and the region's unique soils. This combination yields exquisite Rieslings renowned the world over for their superior quality. True wine experts appreciate the exclusive range: wines from the estate routinely receive top ratings at national and international wine competitions.



As a founding member of the VDP, the Association of German Prädikat Wine Estates, Schloss Johannisberg is among the world's most renowned wine châteaux and no other winery is as closely linked with outstanding Rheingau Riesling wines. Its exquisite products can be found in fine dining restaurants around the world, from Europe to the US and Canada and the dynamic cities of Asia.

## G.H. VON MUMM

### Superior wines for the world market

The second premiere address for exclusive German wines is the G.H. von Mumm winery, likewise at home in the world-famous Rheingau region. Here too, the utmost priority is attached to maintaining and caring for classic grape varieties, with a focus on Riesling. The estate produces superlatively authentic, artisanal wines, including the legendary *Johannisberger Schwarzenstein* and the exclusive *Johannisberger Mittelhölle*. The winery is also known for its winning Pinot Noirs from the world-renowned Assmannshausen prime sites.

As a member of the VDP, the Association of German Prädikat Wine Estates, the G.H. von Mumm winery stands for premium, world-class regional wines.





## WINNING WINE CONCEPT FROM UK

### I HEART WINES



As part of a unique brand concept already established on four continents, *i heart WINES* are a hit with young and modern wine lovers. This freshly appealing and uncomplicated wine collection of Henkell & Co.'s British subsidiary Copestick Murray puts the brand focus exclusively on the grape variety.

The bottles are designed in a distinctive and refreshingly minimalist and modern look with a label bearing the well-recognisable *i heart* logo that speaks to consumers across all borders and boundaries. This brand concept, which has won multiple awards for innovation, is aimed primarily at younger female buyers.

## WINES FROM THE CZECH REPUBLIC

### VÍNO MIKULOV



The bottle with the butterfly: *Vino Mikulov Butterfly* has become a symbol of modern Czech wine. The range of wines composed of several grape varieties is among the most popular brands in the Czech Republic.

*Vino Mikulov Butterfly* is packaged appealingly: the modern bottle shape and aesthetically-pleasing butterfly label underscore the brand's young image. It specifically targets younger consumers with memorable communication activities.

### HABÁNSKÉ SKLEPY



Small treasures for true connoisseurs who appreciate the quality and philosophy of local wine production: the southern Moravian artisanal wines of *Habánské Sklepy* are among the country's most venerated.

With nearly four centuries of experience, the Haban winery selects only the best, hand-picked grapes for their products. They regularly receive prestigious international awards and are a fixture on the fine dining scene.





## WINES FROM HUNGARY AND SLOVAKIA

## TÖRLEY WINE



Leading Hungarian brand *Törley* is equally renowned for its quality sparkling and still wines.

Its young portfolio – comprising the fruity *Etyek-Budai Pinot Noir Rosé* with aromas of fresh strawberries and raspberries, *Etyek-Budai Muskotály* made with subtly spicy Muscat grapes and *Etyek-Budai Chardonnay* with notes of fresh citrus – perfectly matches the tastes of Hungarian consumers.

## BB WINE



The quality wines from Hungary's leading wine brand *BB* come from the famed winegrowing region around Balatonboglár. That fact allows *BB* wines to bear the Balaton protected designation of origin.

Viticulture at Lake Balaton has a long tradition: a pleasant maritime climate with abundant sunshine allows the grapes to ripen perfectly. Blended from regional grape varieties, the luminous red wines of the *BB* brand are prized for their full-bodied taste and well-rounded flavour. *BB Merlot Sweet* from the brand's Premium range has turned into a best-seller not only in Hungary but also in Latvia.

## CHAPEL HILL



Contemporary Hungarian wine culture: the wines of the *Chapel Hill* brand showcase the full potential of the Lake Balaton growing region.

Popular varieties such as Sauvignon Blanc, Pinot Grigio, Pinot Noir and Merlot benefit from the region's volcanic tuff overlaid with sandy loess topsoil as well as from its ideal climate. *Chapel Hill* wines are exported to many countries, including England, Sweden, Norway, Finland, Estonia and Latvia.

## VITIS



*Vitis* is Slovakia's market leader for wine. No wonder, because with an impressive nine product lines in its portfolio, it has the perfect wine for every taste: from traditional Slovak varieties to modern, urban wines.

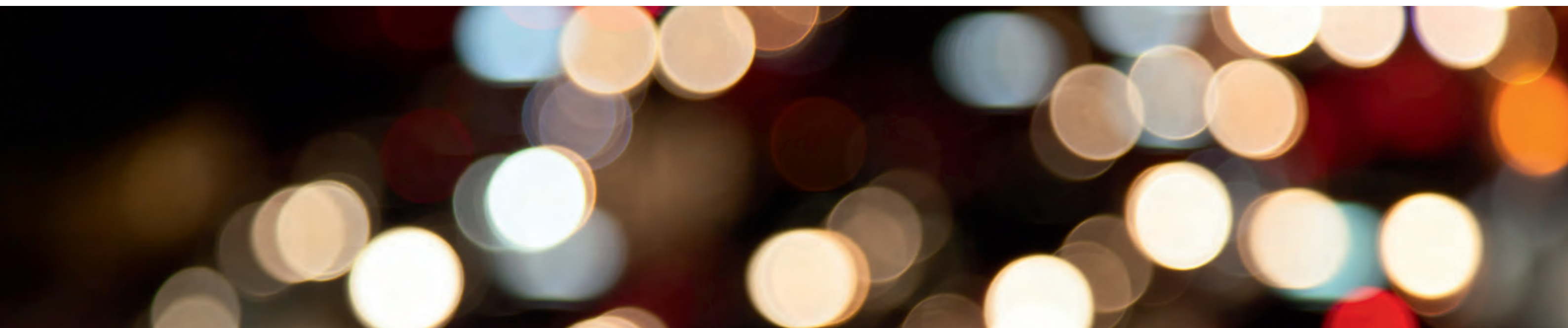
The brand underscores its claim to combine wine enjoyment with products of supreme quality to a sensual experience of first nature with fine-sounding names like *Vitis Gallery*, *Vitis Symphony* and *Vitis Klasterne*.

The premium line *Chateau Pezinok* appeals to particularly discerning consumers who appreciate the utmost in luxurious enjoyment.





# International Spirits



WODKA GORBATSCHOW KUEMMERLING LUBUSKI  
JACOBI 1880 SCHARLACHBERG KARPATSKÉ BRANDY





## WODKA GORBATSCHOW

The pure soul of vodka

### The Number 1

*Wodka Gorbatschow* has been, by far, the front-running vodka brand in Germany since the mid-1970s – legendary for its purity, mildness and clarity.

### Established in Berlin in 1921

In 1921, Russian émigrés from St. Petersburg founded the Gorbatschow vodka distillery in Berlin. From those beginnings, *Wodka Gorbatschow* gradually grew to become the best-selling vodka in Berlin and, later, in all of Germany. Today the classic *Wodka Gorbatschow* is manufactured in a special quadruple cold filtration process. The result: an excellent-tasting, crystal-clear spirit of exceptional purity and elegant mildness.

### The most-consumed vodka in Germany

The secret of success behind Germany's most beloved brand of vodka is no secret at all: *Wodka Gorbatschow* enjoys stellar approval ratings among vodka aficionados, thanks to a deliberate combination of outstanding quality and distinctive brand image. The brand unites trend and tradition, as the unmistakable onion dome bottle, last updated in the 2015 relaunch, remains to this

day a testament to its Russian origins. The famous range of classic ready-to-drink cocktails in a convenient 0.33l aluminium can are the stars of the party scene.

And the memorable 'icebreaker' TV spot has for decades been part of Germany's canon of iconic advertisements. It is no wonder that *Wodka Gorbatschow* has shaped the image of this spirit in Germany more than any other brand.







## KUEMMERLING

Iconic brand with immediate name recognition

'Small bottle. Big enjoyment.' The famous *Kuemmerling* slogan has made it a favourite among German fans of herbal bitters and liqueurs. The brand, especially well-loved among male consumers, is associated with values such as honesty, friendship and reliability, and enjoys unparalleled brand recognition and popularity. *Kuemmerling* is Germany's top-selling spirit in the miniature bottle segment. This semi-sweet herbal bitter is becoming steadily more popular internationally, especially in the little 0.02l bottle.

### Green-orange evergreen

*Kuemmerling* is made exclusively from natural raw ingredients and produced according to the original recipe from the 1930s, with select herbs and spices sourced from nearly every continent on Earth, combined into an herbal liqueur of premium quality.

While its recipe is ageless, its design is contemporary and innovative: a facelift has equipped the popular brand to meet new challenges. The iconic design featuring boldly evocative colours further underscores the brand's traditional core values and lends *Kuemmerling* a visually distinctive appeal.





## LUBUSKI

Clear, high-proof gin with a young image

Juniper distillate made using a closely guarded recipe: *Lubuski Gin*, the leading brand of Polish gin, is distilled using only the finest ingredients and fulfils the most stringent of quality standards.

The spirit is a genuine classic, with a characteristic taste that gin connoisseurs love. Polish drinking culture is traditionally associated with vodka, but the gin segment continues to record consistently high growth rates. *Lubuski Gin* has been able to capitalise on this trend, with a market share in excess of 50 per cent.



The classic revived as a trend *Lubuski Gin Lime* – a terrific mixer – and the pre-mixed cocktail *Lubuski Gin & Tonic* enliven the party scene all night long. By extending the line to include *Lubuski Vodka*, the brand is seeking to expand its success to another market segment.

As a pub-culture pioneer, *Lubuski's* young image is bolstered by promotional campaigns that include fun and popular bartending contests, yielding new cocktail creations containing the clear spirit.

The brand directly engages its steadily-growing base of followers via its Facebook page, which features breaking news and infotainment about this top-quality Polish brand.







## JACOBI 1880

Finest ingredients. extraordinarily aged

Pleasantly soft, thanks to long maturation: *Jacobi 1880* is the German brandy with the predicates 'Alter Weinbrand' (old brandy) and V.S.O.P.

For this fine amber-coloured distillate originating from the private distillery Jacobi established in the Swabian townlet Weinstadt in 1880 matures roughly twice as long as ordinary brandies – in all peace and quiet in Limousin oak barrels.

This lends the distinctive brandy – with its predicate of age – a harmonious taste and especially mild character.



## SCHARLACHBERG

A masterful spirit

Nearly a century old, this classic spirit is renowned for its trusted quality and superior value for the price: *Scharlachberg* has its roots in a small distillery in Bingen am Rhein.

It is painstakingly produced by experienced and skilled experts with the addition of high-quality wine distillates and consistently adheres to strict quality standards.

This combination is the reason *Scharlachberg* impresses connoisseurs today as it has since its inception with its refined, rounded nose and mild, harmonious flavour.

## KARPATSKÉ BRANDY

Exclusive limited editions for true connoisseurs

Its name reveals its origin: *Karpatské Brandy* is a quality product from Slovakia, where it is leading the market as well. Exquisite wine distillates are produced in the Slovakian Carpathian Mountains and are matured to become a masterpiece in oak barrels. Brandy fans appreciate the fine fruity and vanilla aromas of *Karpatské Brandy*. It is available at various stages of maturity: of especially highly valued enjoyment are the premium limited editions *Karpatské Brandy Special* and *Karpatské Brandy Exclusive*, aged for five and seven years, respectively, before they are bottled. An exceptional product in an exclusive and appealing package design make these true treasures for brandy lovers.







Values,  
Responsibility,  
People



Responsible and sustainable corporate practices

The Henkell & Co.-Gruppe feels a special responsibility towards future generations: responsible action and sustainable development are key elements of our corporate policy.

Compliance with the latest standards

We are certified under DIN EN ISO 9001 (quality management), International Featured Standard (IFS) Food (food safety and quality), Hazard Analysis Critical Control Point HACCP (hygiene management), DIN EN ISO 14001 (environmental management), OHSAS 18001 (occupational health and safety management) and DIN EN ISO 50001 (energy management), which demonstrates our commitment to continuously improving our product quality as well as our corporate environmental and workplace safety performance, while at the same time keeping economic factors in focus.

We have introduced a method for defining the relevant environmental and energy-related aspects of those activities, products and services which can be monitored, and for which intervention capability is feasible and necessary.

Regular audits

As part of our standards-based environmental and quality management efforts, we are continuously defining new and more stringent environmental, energy and safety goals. Our environmental, energy and occupational safety representatives monitor and review these measures in light of current laws, limit values and knowledge. The results of our environmental activities are documented in an annual environmental report, which is published at [www.henkell-gruppe.de](http://www.henkell-gruppe.de).

Prevention and awareness efforts

The consumption of alcoholic beverages is part of our culture and requires that adult consumers use alcohol responsibly.

That means that we, as a producer, have a responsibility to support targeted information and awareness campaigns to encourage moderation in drinking alcohol.

To this end, our management and employees are active in industry associations committed to awareness and prevention campaigns, information about which is available online at sites including [www.massvollgeniessen.de](http://www.massvollgeniessen.de), [www.verantwortung-von-anfang-an.de](http://www.verantwortung-von-anfang-an.de), [www.schu.ju.de](http://www.schu.ju.de) and [www.ddad.de](http://www.ddad.de).





#### International effort

Nearly 2,000 people work at Henkell & Co. They are a mirror of the international corporate structure: our high-performing teams in 20 countries comprise a gender-diverse workforce from a wide spectrum of nationalities, age groups and professional backgrounds – because we are convinced that diversity among our staff is a critical success factor in our highly competitive business environment.

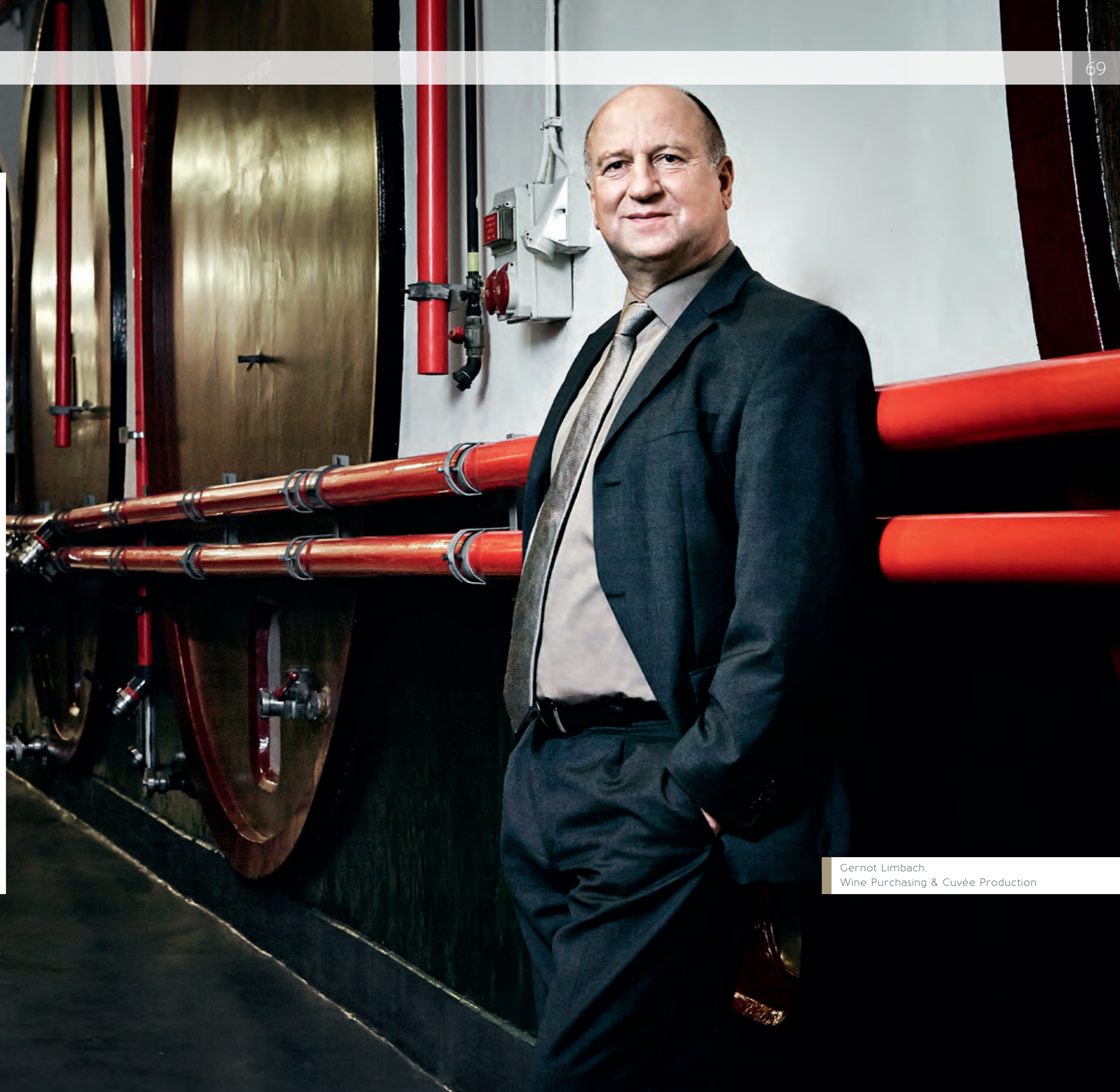
#### A wealth of opportunities for advancement

We know that the motivation and skills of our employees make an indispensable contribution to our success.

To this end, Henkell & Co. provides an attractive work environment and outstanding training opportunities and promotes a culture of communication marked by clarity and transparency. In our Group, with its numerous international locations, employees engage in work that is exciting and challenging, and inspires their motivation and commitment. We place a high value on a spirit of constructive cooperation and teamwork. We offer our employees optimal support along their career path in an international group, encouraging and aiding them every step of the way according to their personal priorities and goals.

#### Training tomorrow's leaders

The Group believes it has a special responsibility for training the next generation: in addition to offering vocational certification programmes in various occupations (including industrial managers, mechatronics engineers, electricians, wine technicians and beverage technology professionals), it is also possible to combine a BA degree programme with an internship at Henkell & Co. More information about all of our vocational training programmes is available on our website, as well as at numerous educational fairs.



Gernot Limbach,  
Wine Purchasing & Cuvée Production



## HENKELL & CO.-GRUPPE INTERNATIONAL COMPANIES

### Champagne Alfred Gratien S.A.S.

[www.alfredgratien.com](http://www.alfredgratien.com)



Exclusivity begins with the base wines: superior-quality Champagnes and Crémants made from wines from top vineyards are the reason the outstanding reputation of the Alfred Gratien Champagne cellars and the Gratien & Meyer Crémant winery extend far beyond the borders of France. These exquisite sparklers, produced to this day using traditional methods and matured in fine oak barrels, regularly garner accolades from sparkling wine and Champagne experts the world over.



### S.C. Angelli Spumante & Aperitive S.R.L.

[www.angelli.ro](http://www.angelli.ro)



State-of-the-art start-up: thanks to its premium-quality products, the young company catapulted to the top of the Romanian sparkling wine market in record time. Targeted development promotes the fresh, young image of the Angelli brand, which offers a wide and sparkling variety including innovative new creations like the *Aperitive Frizzante* line.



### Bohemia Sekt s.r.o.

[www.bohemiasekt.cz](http://www.bohemiasekt.cz)



Joie de vivre, culture and style – these are the values Czech people associate with *Bohemia*. As the domestic market leader for sparkling wine, the company has a broad portfolio, covering everything from classic sparkling wines to on-trend creations for superior quality in every price range. The wine business is also growing, with high-quality, locally made products like the brand *Habánské Sklepy*. Enlivening the spirits segment are quality Czech products like mild *Prasžká Wodka* as well as new product innovations. *Bohemia* is exported to nearly 30 countries.



### Budampex AS

[www.budampex.eu](http://www.budampex.eu)



The Estonian distribution company joined Henkell & Co. in 2009, and since that time has marketed leading products of the Group from all over Europe in the Baltic States. Hungary's leading brand of sparkling wine, *Törley*, quickly ascended to market leadership in Estonia. Today, *Törley* still wines enhance the portfolio, as does the successful German brand *Henkell*. In high demand in the spirits segment are Polish products including *Lubuski Gin* and herbal wines made by *Totino*.



### Cavas J. Hill S.L.

[www.cavashill.es](http://www.cavashill.es)



Spanish Cava from our own production for the European market: the acquisition of Cavas J. Hill closed a gap in the Henkell & Co. range. The Spanish sparkling wine from the traditional winery was successfully integrated into the Group portfolio, and is doing particularly well on the Polish and Canadian markets. At the same time, the company also distributes the Group's internationally successful brands in Spain.



### Copestick Murray Wine Solutions Ltd.

[www.cmwinesolutions.com](http://www.cmwinesolutions.com)



The British love *i heart WINES* – the successful brand from wine importer Copestick Murray, the company responsible for Henkell & Co.'s UK business since 2014, whose acquisition integrated the popular brand into the Group portfolio. And brisk sales of *Mionetto Prosecco* mark the beginning of a new success story in the UK.



### Henkell & Co. Baltic SIA

[www.henkell-baltic.lv](http://www.henkell-baltic.lv)



Three strong European import brands are fast becoming fixed features on the Latvian sparkling wine market: with Hungarian-produced *Törley*, top-selling German sparkling wine *Henkell* and Italian Prosecco from the house of *Mionetto*, Latvians' taste in sparklers is proving to be very international. *Canari* liqueurs, *Wodka Gorbatschow* and *Scharlachberg* from the Group spirits portfolio are all doing notably well.



### Henkell & Co. Benelux B.V.

[www.henkell-benelux.com](http://www.henkell-benelux.com)



A strong showing in the Netherlands with German and Italian products: the subsidiary located in Rijswijk near The Hague distributes many different products from Group companies in the Netherlands. Major brands on the Dutch market include *Henkell* and the *il* and *MO* product families from the traditional Italian *Mionetto* winery.



### Henkell & Co. Norge AS

[www.henkell-norge.no](http://www.henkell-norge.no)



Leading European sparkling wines for the Norwegian market: the distribution company founded in 2013 quickly established several of the Group's sparkling wine brands on the domestic market, including *Henkell*, *Deinhard* and *Söhnlein Brillant* and even assumed market leadership in the Frizzante segment with *Mionetto*.



### Henkell & Co. Sektkellerei Ges.m.b.H.

[www.henkell-sektkellerei.de](http://www.henkell-sektkellerei.de)



The oldest subsidiary of the Henkell & Co.-Gruppe has been distributing products of the Group successfully for many years in Austria. *Henkell Trocken* and *Kupferberg Gold* are well-known players on the Austrian sparkling wine market. Their success among Austrian consumers too now is bolstered by steady growth of the Italian Prosecco brand *Mionetto*.



### Henkell & Co. Schweiz GmbH

[www.henkell-schweiz.ch](http://www.henkell-schweiz.ch)



In 2012, a new subsidiary bundled business activities in Switzerland and began marketing brands such as *Henkell* and *Söhnlein Brillant* in the Alpine country. Swiss consumers have particularly embraced the trendy, ready-to-drink, pre-mixed cocktail creations *il SPRIZ* and *il HUGO!* from Italian Prosecco producer *Mionetto*. Also in high demand are successful German brands including *Wodka Gorbatschow* and *Kuemmerling*.







The Finnish subsidiary has focused on the distribution of popular European sparkling wine, wine and spirits brands from the Henkell & Co.-Gruppe in Finland since 2013. Still in the early stages of its business, the priority is on successfully establishing *Henkell*, Italian Prosecco brand *Mionetto* and Hungarian top-seller *Törley* in the market.



Premium European brands in the top ten: the Swedish distribution company has established itself firmly on the Swedish market with many products from Henkell & Co., including segment-topping *Chapel Hill* sparkling wine from Hungary. Brands such as *Henkell* and *Törley* are likewise performing well. Recently, the Italian Prosecco brand *Mionetto* has charted a meteoric rise and is expanding its market share continuously.



Experts in quality spirits: successful branding and premium quality ensure a strong market position, with *Lubuski Gin* the clear leader for gin and premium cherry liqueur *Nalewka Babuni* the number one dessert wine in Poland. Its portfolio of sparkling wine, wine and spirits makes Henkell & Co. Polska a strong seller far beyond the country's borders. Younger consumer segments are embracing innovative trendsetters, including ready-to-drink creations.



Successful sparkling wine production using the French method: since 1825, the *Hubert* brand has stood for sparkling wine blended from local base wines and today offers a wide range of products to suit every taste and budget. With Slovakia's largest wine producer, *Vitis Pezinok*, whose portfolio comprises popular spirits, including *Karpatské Brandy Speciál*, *Hubert J.E.* is now a clear Slovakian wine and brandy market leader as well.



The Ukrainian subsidiary creates traditional sparkling wines from the finest base wines, with products like the premium brand *Ukrainskoye* and the classic *Sowjetskoye* winning over sparkling wine lovers in Ukraine and other European countries too. In the nascent spirits segment, in addition to other international brands in the Group portfolio, Polish products in particular from sister company Henkell & Co. Polska have been successfully established on the Ukrainian market.



La dolce vita and passione – with its products, the Italian Mionetto winery transports Italian lightness throughout the world. Consumers worldwide especially embrace the fine Spumanti and Frizzanti of controlled origin from the classic Prosecco growing region of Veneto, produced using traditional methods. Ready-to-drink, pre-mixed Frizzante-based cocktails are youthful and trendy, and have been extraordinarily successful on the German market, amongst others.



Italian Prosecco overseas: a strong US business is run by Mionetto USA Inc., founded in 1998 in New York. The market leader in the Prosecco segment has been named 'Importer of the Year' for several years running, and the company has also experienced success as a US distributor of quality Italian-produced still wines.



Hungary's market leader: with fine sparkling wines inspired by the French and wines from the traditional domestic growing region of Etyek, *Törley* leads the national market for sparkling and still wine. With products ranging from classic to trendy and dry to mild in premium and classic quality, the broad range caters to every preference. The brand with the fashionable, modern design is an international success, and especially popular in northeastern Europe and North America.



Superior German wine culture – epitomised by the regionally typical, authentic and individual wines from top wineries *Schloss Johannisberg* and *G.H. von Mumm*, which are operated by *Johannisberger Weinvertrieb KG*. Centuries of experience producing the finest wines coupled with a commitment to preserving the classic grape varieties yield products of world renown, which are regularly recognised by industry experts with prestigious international awards.





Images

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Key figures are available here:  
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