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PRESS INFORMATION



Fürst von Metternich

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Number one in the premium market segment

Single-varietal sparkling wines

Fürst von Metternich has shaped the premium sparkling wine segment like no other brand with its superior quality and its image, making it a star of the German Sekt scene. The wine specialist is renowned for exquisite, varietally pure sparkling wine experiences of premium quality. Three grape varieties – Riesling, Pinot Noir and Chardonnay – dominate the brand portfolio, and the winery is assiduous in ensuring that the typical characteristics of the different varieties are consistently retained.

From Wines made in Germany

A sparkling wine is only ever as good as the wine from which it is made, and the carefully selected wines that are blended to make the Cuvées for *Fürst von Metternich* sparkling wines are sourced exclusively from cool-climate agricultural regions in Germany where sunny days and cool nights allow the grapes to ripen very gently.



The unparalleled quality of *Fürst von Metternich* wines, coupled with consistent brand management, are the foundation of the brand's success. Thus, the brand not only occupies the top spot in the German premium sparkling-wine segment¹ but is also the undisputed champion of brand recognition².

The Range

Fürst von Metternich is a brand with a long and successful history. Ever mindful of this tradition, the brand consistently strives to produce only sparkling wines of unmistakable quality: the Riesling sparklers that are the hallmarks of the portfolio. Their rich taste and bouquet of apricots, tangerine and peach with citrus notes, typical of Riesling, make for truly special moments of enjoyment.

¹ IRI trade panel, premium sparkling wine = sparkling wine ø-shelf price > 6.00, retail > = 200 qm + GAM + C&C, market share revenue in %, 2017 vs. 2018)

² GfK, all Germany, supported brand recognition, February 2019

Fürst von Metternich Pinot Noir Rosé likewise owes its finely balanced taste to a careful selection of grapes. The result is a delicately fruity sparkling wine with a seductive bouquet characterised by distinctive nuances of red berries. Its delicate aromas make *Fürst von Metternich Rosé* an ideal accompaniment for light sparkling wine occasions and warm summer evenings.

Fürst von Metternich Chardonnay is a showcase for the abundant flavour and elegant fruitiness of the Chardonnay grape. This popular variety produces some of the world's finest wines, marked by a distinctive freshness, creaminess and lightness. *Fürst von Metternich Chardonnay* exhibits the velvety smoothness of all fine Chardonnays. This fine sparkling wine composition is perfect for breezy and casual events that call for a glass of bubbly.

The elegant *Fürst von Metternich Riesling Brut* in a matt black bottle, complements the range since ProWein 2018. The finely beaded, varietal Riesling from wines made in Germany's finest winemaking regions seduces with its intricate aroma of ripe fruit and its balanced flavour. With a dosage of 10 g/l, it is the ideal Sekt for all who value moments of brut indulgence.



Prestige cuvée for the catering trade

The brand is also a strong partner of the catering trade and the upmarket specialist trade: After the prestige cuvée of the previous year, the market leader in the premium segment also convinced with the third vintage of its prestige line at ProWein 2019. This particular line has been developed exclusively for specialized trade and catering trade. Like in previous years, it consists of the three variants *Riesling sparkling wine b. A. Rheingau*, *Chardonnay sparkling wine b. A. Rheingau* and *Spätburgunder sparkling wine b. A. Rheingau*. All three prestige sparkling wines are made according to the method of Traditional Bottle fermentation from high quality base wines that consist of German grape varieties.

Makeover – Fürst von Metternich has a new, majestic appearance

With its keen eye for detail, *Fürst von Metternich* represents appreciation for the finer things. The market leader in the premium market segment is now underlining this with its makeover just in time for the ProWein 2019. The revised branding, with its high-quality natural materials and other elegant touches, give the brand a contemporary appearance. Attention-catching and attractively designed, the premium sparkling wine with its iconic elements will now bring an even more princely air to the sparkling-wine shelf and enable customers to identify it more easily.



Princely presence across all channels

Its up-to-date communication (TV, print, online) and attractive branding activities enable *Fürst von Metternich* to keep up with modern developments. In particular the brand website as well as its Facebook and Instagram profiles entice people to discover it. At high-society events and by way of sponsorships, the brand's premium position and varietal Cuvées are continually communicated with long-term effect. *Fürst von Metternich* supports the Rheingau Music Festival and maintains a presence at large society events.

Excellent Quality

Numerous awards, including international ones, highlight the outstanding quality of the *Fürst von Metternich* sparkling wines and confirm their positive response.

Henkell Freixenet won numerous prizes at the spring tastings of Berlin Wine Trophy and MUNDUS VINI 2019. *Fürst von Metternich Riesling Trocken* has not only been awarded Gold twice, but it has furthermore achieved the special rating "Best of Show" in the category "sparkling in retail markets".

Fürst von Metternich Riesling Trocken

- (batch number 18346): MUNDUS VINI, GOLD, BEST OF SHOW Sparkling in retail markets; Berlin Wine Trophy, GOLD

Fürst von Metternich Riesling Extra Trocken

- (batch number 18345): Berlin Wine Trophy, GOLD

Fürst von Metternich Riesling Brut

- (batch number 18327): Berlin Wine Trophy, GOLD

Fürst von Metternich Riesling Brut Prestige 2016

- (batch number 18261): Berlin Wine Trophy, GOLD

Fürst von Metternich Riesling Brut

- (batch number 18327): Berlin Wine Trophy, GOLD

Fürst von Metternich Chardonnay Brut Prestige 2016

- (batch number 18065): Berlin Wine Trophy, GOLD



From peacemaker to a world brand

What does a legendary diplomat have to do with a sparkling wine? Everything actually! As, without the astute diplomatic skills of the *Fürst von Metternich* – the German Prince of Metternich who gave his name to this brand – the connoisseurs of sparkling wine today would be missing something special. The existence of the number one premium German sparkling wine is solely due to the appearance of the *Fürst* at the 1814 to 1815 Congress of Vienna.

At that time, following Napoleon's defeat, a new order had to be drawn up for Europe, in which one Clemens Wenzeslaus Lothar *Fürst von Metternich-Winneburg* played a significant role. At the Congress of Vienna his success in leading Europe to a peaceful cooperation turned out to be a true work of art.

To show his appreciation, Kaiser Franz of Austria gave the Prince (his court and state chancellor at the time) a present of his Johannisberg domain, complete with its



Schloss Johannisberg stately home, on the Rheingau hills on 1st July 1816. In this way the vineyards that had previously belonged to Napoleon became part of the property of the Metternich family. It was a great acknowledgement for our peacemaker, as the wines from Schloss Johannisberg already had an excellent reputation. Ultimately it was here that the late harvesting method was discovered in 1775, which contributed to the worldwide reputation of this location. Vines from Schloss Johannisberg have been exported to Australia and South Africa.

The Kaiser knew the value of his domain. Indeed he shared his appreciation with Johann Wolfgang von Goethe and Heinrich Heine, both of whom highly praised the fruits of the Johannisberg. For this reason, the *Fürst von Metternich* was obliged to pass on ten per cent of his harvest to the reigning Habsburg monarch every year. The estate was, however, in good hands with its new owner. The *Fürst von Metternich* was quick to see the potential of the sparkling wines that were coming into fashion at the time, and it was already in 1834 that he became involved in this development on the Johannisberg. In 1864 a certain Johann Jacob Söhnlein contacted the estate. He was the founder of the Johann Jacob Söhnlein wine cellars and he wanted to use the *Fürst's* excellent Riesling wines for making sparkling wines. The connection turned out to be extremely successful – and already in 1867 Mr. Söhnlein won the Gold Medal at the World Exhibition in Paris for his Riesling sparkling wine from Johannisberg.

It took until 1925, however, before the Metternich family name appeared on the label as a brand. In 1930 the Söhnlein Company was given permission to also use the princely Metternich family arms on the sparkling wines made from Johannisberg Riesling.

In the Second World War the *Schloss Johannisberg* stately home was almost completely destroyed by Allied bombardment. Yet the great grandson of the *Fürst von Metternich* himself, Paul Alfons, had the house rebuilt, and this allowed the success of the estate and its wines to be carried on by his heirs. A portrait of that great diplomat, after a painting by the English artist Sir Thomas Lawrence, has adorned the labels of *Fürst von Metternich* Sekt varieties since 1971.



A wine estate makes history

“Mon Dieu! If I had so much faith in myself that I could move mountains, then the Johannisberg would be just the mountain that I would have follow me wherever I go”, wrote Heinrich Heine in homage to a wine estate that has to this day lost none of its fascination. The *Johannisberg* is a unique outcrop of quartzite rock in a meander of the river Rhine and the whole width of its terraced parcels of land – on slopes with a gradient of up to sixty per cent – faces south. It has an area of thirty-five hectares and is pampered by the sun for 1,600 hours a year with 150,000 vines and an annual yield of 260,000 bottles – in short, a fabulous location.



No less a personage than Charlemagne decided that this should be the location where grapes are grown and wine is made. It is said that the emperor had observed from his palace in Ingelheim that the snow melted earlier over on the other side of the Rhine. A Benedictine monastery was founded around 1100 that was given its current name, *Johannisberg*, in 1130. The Abbot Princes of Fulda built the *Schloss Johannisberg* stately home and ruled that only the Riesling grape could be grown there. The *Johannisberg* is thus the oldest Riesling vineyard in the world.

The year 1775 provided proof that whoever comes too late is not always punished by life. As the mounted messenger from the Abbot Princes arrived at *Schloss Johannisberg* two weeks late with the permission to harvest, the grapes on the vine were afflicted with noble rot. They were still harvested and pressed – and the late harvesting method was born. A few years later the first Auslese (selected grape harvest) was pressed and the first Eiswein (ice wine) was harvested at *Schloss Johannisberg*. That was the beginning of consistently selected harvests on the estate.

In 1816, after the secularisation and expropriation of the Johannisberg monastery, Kaiser Franz I of Austria made a present of the castle to his court and state chancellor, the *Fürst von Metternich*, in recognition of his services at the Congress of Vienna. At that time, there were bottles from the year of Goethe's birth, 1748, lying in the "bibliotheca subterranea" - the famous cellars. One of those bottles is still there today. It lies in the company of around 11,000 bottles of all the great vintages from *Schloss Johannisberg* since 1842. The tasting notes from a Beerenauslese (a wine from selected grapes) from 1842 read for example: "Wonderful colour, cognac to amber gold, the scent of honey, dried fruit and caramel and a stable, a lively acidity is still evident. Everything in wonderful harmony."

Visitors are welcome at the *Johannisberg* throughout the year. Whether you come for a wine tasting or to see the historic cellar with its wooden barrels from the beginning of the 18th century, the wine estate restaurant, with perhaps the most beautiful view over the Rheingau, is open every day to spoil you with fine and hearty delicacies from the Rheingau district.



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Fürst von Metternich press photos

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FVM_Riesling_Dry_1.jpg

Fürst von Metternich Riesling Dry: tastes best with company.



FVM_Riesling_Dry_2.jpg

Fürst von Metternich Riesling Dry: celebrate life.



FVM_Riesling_Dry_3.jpg

Fürst von Metternich Chardonnay: petite bottles and full indulgence through a straw.



FVM Riesling Dry_Key_Visual.jpg

Eye-catching designs bring consumers close to the special benefits that the premium brand has to offer.



FVM_Riesling_Dry_4.jpg

Fürst von Metternich Riesling Sekst Extra Dry: an ideal accompanist to food.



FVM_Facelift.jpg

Attention-grabbing and attractively designed with iconic elements, the premium Sekst now has an even pricier appearance so it stands out from other sparkling wines on store shelves.



FVM_Rosé_Mood.jpg

Fürst von Metternich Rosé: Ideal accompaniment to food.

Fürst von Metternich press photos



FVM_Rosé_Motif.jpg

With its delicately balanced flavour and its subtle fruity suggestion, Fürst von Metternich Rosé promises you a unique experience of sparkling wine.



FVM_Chardonnay_Motif.jpg

The grape variety concept of the premium sparkling wine brand is rounded out by Fürst von Metternich Chardonnay.



FVM_Prestige-Edition.jpg

The exclusive Prestige Edition is characterized by the quality and design of its products.



FVM_Prestige-Edition_Mood.jpg

Best base wines are the essence of the Prestige Edition, uniting craftsmanship and allow for an upscale taste experience.



FVM_Riesling_Dry.jpg

This dry cuvée is characterised by a full-bodied, balanced taste with a fresh, restrained sweetness.



FVM_Riesling_Extra_Dry.jpg

The carefully selected German Riesling wines unleash their full potential in this extra-dry cuvée.



FVM_Riesling_Brut.jpg

Fürst von Metternich Riesling Brut: the Black Edition of the elegant "Riesling star". Only available in the German market.



FVM_Chardonnay.jpg

The new Fürst von Metternich Chardonnay in the exquisite, all-white bottle is a special sparkling wine, which is characterised by lively fruitiness, nuanced flavours and an aromatic bouquet.



FVM_Rosé.jpg

Fürst von Metternich Rosé is a delicately fruity sparkling wine with a seductive bouquet characterised by distinctive nuances of red berries.

Fürst von Metternich press photos



FVM_Rosé_200_ml.jpg

Fürst von Metternich Rosé in the appealing 200-ml-bottle.



FVM_Riesling_Dry_200_ml.jpg

Fürst von Metternich Riesling Dry in the appealing 200-ml-bottle.



FVM_Chardonnay_200_ml.jpg

Fürst von Metternich Chardonnay in the appealing 200-ml-bottle.



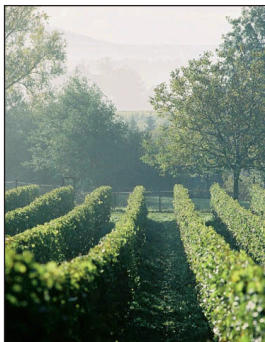
FVM_stately_home.jpg

Kaiser Franz I of Austria gave his Schloss Johannisberg domain to his court and state chancellor, the Fürst von Metternich, as a present in 1816 in appreciation for his diplomatic skills at the Congress of Vienna.



FVM_grapes.jpg

Top quality Riesling grapes form the basis for the opulent taste of Fürst von Metternich Sekt.



FVM_vineyard_1.jpg

In 1775, the late harvesting method was discovered at Schloss Johannisberg - due to the late arrival of the messenger bearing the official permission to begin the harvest.



FVM_vineyard_2.jpg

Kaiser Franz I of Austria gave his Schloss Johannisberg domain to his court and state chancellor, the Fürst von Metternich, as a present in 1816 in appreciation for his diplomatic skills at the Congress of Vienna.

Fürst von Metternich press photos



FVM_Palace_Cellar_Entrance.jpg

In the Schloss Johannisberg cellars, around 11,000 bottles are stored, representing all the great vintages of Schloss Johannisberg since 1842.



FVM_Palace_wine_Cellar.jpg

At the legendary wine cellars of Schloss Johannisberg there is still a bottle stored there from the year of Goethe's birth, 1748, as a representative of one of its first bottles.



FVM_coat_of_arms.jpg

The royal arms of the Johannenberg domain in the Rheingau, originally belonging to the Abbot Princes of Fulda, adorns the label on the bottle of the world-famous Fürst von Metternich Riesling Sekt even today.



FVM_portrait.jpg

This painting of Clemens Fürst von Metternich has become a trademark, and adorns every bottle of our exquisite sparkling wine today.



FVM_statue_inner_courtyard.jpg

The delayed messenger has been immortalised in the inner courtyard of the Johannenberg stately home. It is thanks to him that the late harvesting method was discovered.

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at www.henkell-freixenet.com

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