



Freixenet Says “Cheers” to Young Adults with New Campaign

Wiesbaden, November 2024 – Freixenet, the world’s leading sparkling wine brand, has announced the launch of its new international campaign, “Cheers to Life.” Designed to resonate with young adults, the campaign redefines modern celebration by presenting Freixenet’s sparkling wines as the perfect companion for fun, casual, social occasions.

Launching December 2024 and rolling out globally in 2025, it targets 25-34-year-olds with a vibrant TV & digital film celebrating casual, joyful moments. Breaking away from the formality of traditional sparkling wine ads, the film captures the joyful moment when a Freixenet cork pops and gets the party started.

“Celebration makes life better, and Freixenet is here to inspire those moments,” said **Martina Obregón, Chief Marketing Officer of Henkell Freixenet**. “Our ‘Cheers to Life’ campaign elevates everyday occasions, positioning Freixenet as the catalyst for connection, fun, and joy for a new generation.”

The campaign features a bold new look for Freixenet, reflecting a refreshed brand identity and the Mediterranean spirit of its tagline, “Cheers to Life.”

“Freixenet and advertising is a story on its own - the brand has written history with the Burbujas in Spain and consistently sets benchmarks for innovation in advertising,” said **Andreas Brokemper, CEO of Henkell Freixenet**. “The young and agile way of presenting and consuming Freixenet is a new milestone and connecting with today’s consumers in innovative ways. I’m proud of the energy behind this initiative and look forward to seeing it inspire celebrations worldwide”.

The campaign will run around the world with a strong online and social footprint as well as offline support and activations across touchpoints in selected markets.

About Freixenet

Freixenet is the world's leading Cava brand with roots going back to more than 150 years. Depth knowledge of winemaking combined with entrepreneurial vision has accompanied Freixenet through history until today. Cordón Negro is an iconic Freixenet product leading the brand and selling Cava following the traditional method in 130 countries worldwide. With the spirit of innovation, Freixenet is constantly driven to discover new trends and offer consumers products that exactly meet their needs. Latest innovations of the brand include Freixenet Prosecco, Italian Still Wines as well as Spanish Still Wines – representing no longer just Cava but a complete Mediterranean lifestyle.



About Henkell Freixenet

Henkell Freixenet is the German-Spanish alliance of the family-owned companies Henkell, based in Wiesbaden, Germany, and Freixenet, based in Sant Sadurni D'Anoia, Spain. The company is the world's leading sparkling wine producer and has a unique portfolio of brands for sparkling wine, still wine and spirits. Global brands such as Freixenet, Mionetto and Henkell are part of the group, as well as I heart Wines, Schloss Johannisberg and a portfolio of multiple award-winning wineries and brands. The highest standards of quality and craftsmanship drive the Henkell Freixenet team just as much as the vision of representing every tenth glass of sparkling wine worldwide in the medium term. For further information www.henkell-freixenet.com

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