

FREIXENET



FREIXENET

Chapter 01
HISTORY

HISTORY

OVER 150 YEARS OF
EXPERIENCE
in the
ART
of winemaking

Since 1861 and continuing today, our passionate expertise lives inside every Freixenet bottle we produce.... to share the celebration of life's moments everywhere in the world.

FREIXENET



TIMELINE



FREIXENET

TIMELINE

1861

Prologue

The family business Casa Sala, predecessor of Freixenet, is founded by Francesc Sala Farrés.

1911

Joining Forces

The marriage of Pedro Ferrer and Dolores Sala Vivé joins forces to create a Cava and winemaking dynasty.

1914

A Star is Born

The first Freixenet cava is launched and the brand is born.

1927

Pushing boundaries

Freixenet builds a modern cellar, pushing boundaries in the world of cava-making.

1929

A Brand Icon

In celebration of the Universal Exposition, the company creates the “Freixenet Boy”, which soon becomes a brand icon.

1930s

New Frontiers

Freixenet sets its eyes on the global market and opens an office in New Jersey, the first outside of Spain.

1939

Women in Charge

At a time of global upheaval, Dolores Sala and her eldest daughter, Pilar Ferrer, take over the leadership of the company, a fairly radical act for women at the time.

1941

Standing Out

Carta Nevada is launched, breaking convention by using a distinctive frosted bottle. The first step in breaking away from the competition.

1974

Back in Black

The launch of Cordón Negro, the brand's most internationally recognized bottle due to its frosted black finish, present in more than 140 countries.

1985

World Leader

Freixenet becomes world leader of the Cava sector, thanks to its international success under Josep Ferrer's direction.

2010

From Woman to Woman

Freixenet launches MIA, a wine created for and by women- by winemaker, Gloria Colell.

2016

A Cool Cuvée

Freixenet launches ICE and ICE Rosé, two cuvées to be enjoyed on ice- showing true versatility of the brand.

2017

The Italian Job

Freixenet expands into Italy with the launch of the iconic cut-glass bottle, proving that the brand is not only synonymous with Spain.

2018

Strength in Numbers

Henkell and Freixenet join forces as their global expansion goes from strength to strength.

2020-2021

Be Still My Heart

With Cordon Negro, Carta Nevada and Prosecco already in consumers' hearts, Freixenet daringly launches the Spanish and Italian ranges of still wines.

2024

French Chic

Freixenet debuts its effortlessly chic line of premium French sparkling wines in statuesque, instantly-iconic bottles.

2024

50 Years of Fabulous

Cordon Negro celebrates its 50th anniversary with a throwback to the 1970's disco era and a worldwide party.

2024

Fresh Face

Freixenet unveils a remarkable new brand logo inspired by the original mosaic façade in Sant Sadurní d'Anoia and roll-outs new label designs across the portfolio.

2024-25

Milestone Campaign

Freixenet sets its sights on younger consumers with a new global campaign, Cheers to Life! bringing a fresh perspective to category consumption.

2024-25

New Zero Hero

The launch of Cordon Negro 0,0% addresses changing consumer habits with innovation and insight.

FREIXENET



THE ORIGINS OF OUR NAME

La
“FREIXA”

Our name Freixenet was inspired by the nickname given to Pedro Ferrer Bosch as a young boy. He was often found playing in the family property La Freixeneda, which included a large ash tree grove (freixa – an ash tree in Catalan), the community began to refer to him as El Freixenet (the ‘Ash-Tree Boy’). Thus, our long and extensive family tree of Freixenet, in fact, began with an actual tree!

OUR NAME

PRONOUNCED

Fresh – eh – net

FREIXENET



OUR MISSION

HELP THE WORLD

celebrate
every moment,
BIG
and small.

FREIXENET

OUR VISION

BECOME THE

FIRST CHOICE

in sparkling wines, and a still wine brand that consumers admire and recommend.

FREIXENET



THE BRAND ESSENCE.

CELEBRATION

FREIXENET



FREIXENET

Chapter 03

PRODUCTS

INNOVATION

Our **EXPANDING** *Product* **PORTFOLIO**

Freixenet has historically been the world's largest exporter of cava. This is a source of great pride for us all.

As a brand with a worldwide consumer base, Freixenet has also kept pace with changing tastes and consumption habits and its product portfolio goes far beyond the parameters of Penedés.

Today we offer a wide range of sparkling & still wines from different regions of Spain, Italy and France, specialty cuvées and alcohol-free products to meet diverse consumer needs.

FREIXENET



MASTERBRAND

PORTFOLIO

MASTERBRAND

CORE RANGE

SUB BRAND

FREIXENET

SPARKLING

TIER 03



ALCOHOL FREE



WHITE / ROSÉ

TIER 02



CORDON NEGRO / CORDON ROSÉ

ICE & ICE ROSÉ

ALCOHOL FREE



WHITE / ROSÉ

TIER 01



CARTA NEVADA / CARTA ROSÉ

ALCOHOL FREE



WHITE / ROSÉ

FREIXENET

STILL

TIER 03



PINOT GRIGIO / ITALIAN ROSÉ / CHIANTI

ALCOHOL FREE



WHITE / ROSÉ

TIER 02



SAUVIGNON BLANC / ROSÉ / TINTO

ALCOHOL FREE



WHITE / ROSÉ / TINTO

FREIXENET

Mia

SPARKLING



WHITE / ROSÉ

STILL



WHITE / ROSÉ / RED



FREIXENET

Campaign message
CHEERS *to* LIFE

The new campaign encourages young adults to Let loose and have fun!
It positions Freixenet as the catalyst for fun and good times.