



ROTKÄPPCHEN-MUMM

Leipzig, 04 12 2016

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ROTKÄPPCHEN-MUMM

Images: Packshots of new products



ROTKÄPPCHEN-MUMM

Leipzig, 04 12 2016

Your Contacts

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Rotkäppchen-Mumm Sektkellereien GmbH

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Rotkäppchen-Mumm Sektkellereien GmbH

Manfred Hilpert

Marketing, Sales and Logistics Director
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Ulrich Wiegel

Production, Technical, QM and Purchasing Director
Rotkäppchen-Mumm Sektkellereien GmbH



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

Rotkäppchen-Mumm Sektkellereien GmbH 2015: The divisions and brands' patterns at a glance

On aggregate, the strong Rotkäppchen-Mumm Sektkellereien brands of sparkling wine, wine, spirits and (semi-)sparkling wine-based drinks in FY 2015 once again showed the best result in sales and turnover since the MBO in 1993.

- **166.5 million bottles of sparkling wine sold**
- **45.9 million bottles of spirits sold**
- **19.0 million bottles of wine sold**
- **21.6 million bottles of (semi-)sparkling wine-based drinks sold**
- **Total sales: 253.0 million bottles**
- **Aggregate turnover: EUR 911.9**

SPARKLING WINE

Sparkling wine, the main pillar of "Germany's house of sparkling wine, wine and spirits", showed a slight decline while, at the same time, seeing an expansion of its market leadership in Germany, very pronounced to begin with, to now 54.9 per cent. At 166.5 million bottles, sales were down from the preceding year's result of 167 million bottles by 500,000 bottles or 0.3 per cent.



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ROTKÄPPCHEN SEKT

At sales of 114 million bottles, in 2015 the Rotkäppchen Sekt brand showed a slight decline of 1.6 per cent (preceding year: 115.9 million bottles) or 1.9 million bottles. But it was still able to expand its market share to 38.3 per cent (preceding year: 37.9 per cent) and thus still has the edge over all other sparkling wine brands in Germany.

MUMM

For 2015, Mumm reports sales of 21 million bottles in all (preceding year: 18,1 million), which is an increase by 2.9 million bottles or 16.9 per cent. The brand's market share rose by 1.5 points to 7.1 per cent (preceding year: 5.6 per cent).

JULES MUMM

Jules Mumm reports sales of 10.4 million bottles (preceding year: 11.5 million bottles), a decline by 1.1 million bottles or 9.5 per cent. In 2015, Jules Mumm's market share shrank by 0.3 points to 3.3 per cent (preceding year: 3.6 per cent).

SUPÉRIEURE BRAND GELDERMANN

In 2015, sales of the sparkling wines made by Geldermann Privatsektkellerei in Breisach am Rhein stayed level at 2.7 million bottles (preceding year: 2.7 million bottles).

MM EXTRA

MM Extra is not only the sparkling wine "mit dem gewissen Extra" (with an edge) but also one of the best known German sparkling-wine brands. For 2015, it reports a slight decline in sales by 2 per cent or 300,000 bottles to 17.6 million bottles in all (preceding year: 17.9 million bottles). MM Extra's market share was raised to 5.5 per cent (preceding year: 5.2 per cent).

SPIRITS

Rotkäppchen-Mumm Sektkellereien's well known and traditional range of spirits includes many products, something for everyone. Below, we will show the 2015 patterns for the "Weinbrand" (brandy), "Echter Nordhäuser" and "Nordbrand Nordhausen" varieties. On aggregate, in 2015 the important spirits division saw sales of 45.9 million bottles. This increase of 1.1 million bottles or 2.4 per cent is a positive signal, given the very complex and diversified German spirits market.



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"WEINBRAND"

The most important pillars of Rotkäppchen-Mumm Sektkellereien's "Weinbrand" category are the Chantré and Mariacron brands. In 2015, their combined sales dropped by 0.3 million bottles or 1.8 per cent to make for a total of 15 million bottles sold (preceding year: 15.3 million bottles).

THE "ECHTER NORDHÄUSER" UMBRELLA BRAND

The successful traditional brand Echter Nordhäuser from Nordhausen am Harz in Thuringia is one of the strongest German spirits brands and often the parent to attractive new products. In 2015, it sold 9 million bottles (preceding year: 8.9 million bottles), an increase of 100,000 bottles or 1 per cent.

THE "NORDBRAND NORDHAUSEN" UMBRELLA BRAND

Traditional and innovative at the same time. That is what Nordbrand Nordhausen is. On aggregate, the brand saw a decline by 0.2 million bottles or 1 per cent, with sales standing at 19.8 million bottles (preceding year: 20.0 million bottles).

THE BRANDED WINE

In its branded-wine business, with its strong brands Blanchet and Rotkäppchen Qualitätswein, Rotkäppchen-Mumm Sektkellereien saw a very positive sales pattern in 2015. Aggregate sales stood at 19 million bottles (preceding year: 17.9 million bottles), up by 1.1 million bottles or 6.1 per cent.

At 7.4 million bottles sold (preceding year: 6.8 million bottles), Rotkäppchen Qualitätswein can report an increase in sales of 0.6 million bottles or 8.8 per cent. Blanchet, the company's strongest brand, also saw stronger sales, up by 5.4 per cent or 0.5 million bottles. On aggregate, sales thus stood at 11.7 million bottles (preceding year: 11.1 million bottles).

SPARKLING WINE-BASED DRINKS

The "(semi-)sparkling wine-based drinks" (Prickelnde weinhaltige Getränke) category comprises Rotkäppchen Alkoholfrei, the (semi-)sparkling wine-based mixed drinks Rotkäppchen Fruchtsecco and Jules Mumm Plus and the (semi-)sparkling wine-based drink Blanchet Perlé Secco.



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Aggregate sales in this category stood at 21.6 million bottles (preceding year: 16.7 million bottles): 5.3 million bottles thereof Rotkäppchen Alkoholfrei (preceding year: 5.2 million) and 16.2 million bottles Rotkäppchen Fruchtsecco, Jules Mumm Plus and Blanchet Perlé Secco combined (preceding year: 11.6 million bottles). This was a growth in sales of 4.6 million bottles or 40.4 per cent.



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

Rotkäppchen-Mumm Sektkellereien GmbH: 2015 FACTS & FIGURES

Management board:

Christof Queisser

Chairman

(Vorsitzender der Geschäftsführung)

Frank Albers

Financial, Controlling, IT and HR Director

(Geschäftsführer Finanzen, Controlling, IT und Personal)

Manfred Hilpert

Marketing, Sales and Logistics Director

(Geschäftsführer Marketing, Vertrieb und Logistik)

Ulrich Wiegel

Production, Technical, QM and Purchasing Director

(Geschäftsführer Produktion, Technik, Qualitätsmanagement und Einkauf)

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ROTKÄPPCHEN-MUMM

Eltville am Rhein / Hesse / Germany

Breisach am Rhein / Baden-Württemberg / Germany

Nordhausen am Harz / Thuringia / Germany

Permanent staff:

608, 19 thereof apprentices

(2014: 571, 22 thereof apprentices)

Sales total 2015 - sparkling wine, spirits, wine:

253 million bottles, of which:

166.5 million bottles of sparkling wine

45.9 million bottles of spirits

19.0 million bottles of wine

21.6 million bottles of (semi-)sparkling wine-based drinks

(2014: 246.5 million bottles in all)

Please note: sparkling wine and wine have been normalised to 0.75l bottles, spirits to 0.7l bottles.

Aggregate turnover 2015 – sparkling wine, spirits, wine:

EUR 911.9 million incl. taxes on sparkling wine and spirits, excl. VAT

(2014: EUR 897.2 million incl. taxes on sparkling wine and spirits, excl. VAT)



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Share in the German sparkling-wine market 2015

54.9 per cent

(2014: 52.9 per cent)¹

Share in the German food retail spirits market 2015

8.8 per cent

(2014: 8 per cent)¹

¹ Source: a leading trade panel



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

Rotkäppchen-Mumm Sektkellereien 2015: Successful umbrella brand Rotkäppchen, new products top

Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut), Germany, at its press briefing on its 2015 results, was able to present strong earnings, an expanded market position, a successful umbrella brand Rotkäppchen, much progress in its international activities and acquisitions with a huge upside potential. "With our strong umbrella brand Rotkäppchen, we reached as many consumers as never before. Aggregate sales rose by 2.8 per cent. We are definitely on the right track," is how the Chairman of the Management Board, Christof Queisser, put it in Leipzig.

Two 2015 figures stand out: its sales of 253 million bottles and an aggregate turnover of EUR 911.9 million surely tell Rotkäppchen Sektkellereien's success story in 2015, with both seeing a year-on-year increase, by the way. And its share in the German sparkling-wine market was also expanded and now stands at 34.9 per cent, with four of its sparkling-wine brands among the top 6. Right at the top is Rotkäppchen, climbing by 0.4 per cent to 38.3 per cent. "Mumm's pattern is particularly worth mentioning. This brand's sales were up by no less than 16.9 per cent," Christof Queisser said.

Queisser was particularly satisfied with the development of the Rotkäppchen Fruchtsecco brand: only one year after its launch in 2014, market leadership was soon also attained in the modern, young category of (semi-)sparkling wine-based drinks and even expanded.

Spirits also saw a positive pattern, with 45.9 million bottles sold – an increase of 2.4 per cent. The realignment of this division has definitely been worth its while.

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And Queisser was most satisfied with the development of the company's two wine brands, Blanchet and Rotkäppchen Qualitätswein: Both saw a huge growth. A total of 19.2 million bottles sold mean a year-on-year improvement by 1.3 million bottles or 7.5 per cent.

The press briefing also focused upon acquisitions last year. It is certainly worth mentioning that besides Fläminger Jagd, Feiner alter Asmussen, Balle Rum and Boddell Rum, since November 2015 an attractive traditional aperitivo premix is also part of the range: the Italian Originale Sprizzerò de Martin. Its family recipe - from northern Italy and kept secret since 1934 - includes select wines and herbs and natural flavours. Rotkäppchen-Mumm Sektkellereien thus rounded off its successful and innovative brand portfolio with a real trendsetter, whose striking 0.25l cans show a modern and elegant design. "With Sprizzerò de Martin we appeal to trend-conscious connoisseurs of drinks who like the modern urban Italian way of life," Christof Queisser observed.

And there was much progress to be reported regarding the company's international activities, with Rotkäppchen-Mumm Sektkellereien's new International division coming into its own. "At the end of last year, we decided to launch Rotkäppchen sparkling wine in the Czech market, relying on our umbrella brand to let us have the stamina to be successful here as a newcomer," Queisser said.

Last year once again saw huge investments in technological infrastructure: about EUR 15 million, to be precise. Rotkäppchen-Mumm Sektkellereien was the first German sparkling-wine company to install a technologically new de-alcoholisation plant. And at Eltville am Rhein, new equipment for wine-based mixed drinks was bought.

Nordhausen am Harz now has a sustainable position as one of the most efficient manufacturers of spirits in Germany. The investment in a new, energy-efficient mash line for finest distillates means top quality and continues the 500+ years of tradition at Nordhausen, with the strong umbrella brand Echter Nordhäuser benefiting the most.

In his outlook upon next year, Christof Queisser is mildly optimistic. With its attractive new products, acquisitions and internationalisation, the company has expanded its sound basis. "We know that we operate in a dynamic environment that poses huge challenges. We always have to assert ourselves anew. But we are on the right track and our products are always up-to-date."

www.rotkaeppchen-mumm.de



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

New by Jules Mumm Plus in the premium segment: A strong trend variant and an alcohol-free for the first time

NEW VARIANTS "JULES MUMM PLUS RASPBERRY MOJITO" AND "JULES MUMM PLUS HOLUNDERBLÜTE MINZE ALKOHOLFREI"

Leipzig, 12 April 2016 – Fruity. Fresh. Innovative. That is how you could describe the successful Jules Mumm Plus range. The strong No. 1 among premium sparkling wine-based mixed drinks has two attractive new products as of spring. With the Raspberry Mojito variant, very popular in trendy bars, Jules Mumm Plus is very up-to-date. And the range has been extended by an alcohol-free variant, too: "Jules Mumm Plus Holunderblüte Minze Alkoholfrei".

"Jules Mumm Plus Raspberry Mojito" combines fruity and tangy Jules Mumm wines from the best provenance with the aromas and flavours of raspberries, fresh mint and lime. This unique taste is perfectly underscored by the typically stylish Jules Mumm Plus bottle design, a real eye-catcher at the POS. "With 'Jules Mumm Plus Raspberry Mojito', we are once again launching a very trendy product," says Cathrin Duppel, head of Rotkäppchen-Mumm Sektkellereien's sparkling wine, wine and wine-based mixed drinks marketing department. "In trendy bars here in Germany, this variant is currently one of the most popular cocktails. Jules Mumm Plus is now providing it as an uncomplicated fizzy wine-based mixed drink as well."

Also new in the portfolio is the "Jules Mumm Plus Holunderblüte Minze Alkoholfrei" (elderflower mint alcohol-free), "our first alcohol-free wine-based mixed drink," as Meike Schleicher, Jules Mumm's product manager, explains. This variant is a much-sought-after alternative for all "Hugo" lovers. Its aromas and flavours of elderflower, mint and a touch of lime are utterly compelling.

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JULES MUMM PLUS VARIETIES

NEW! - Jules Mumm Plus Raspberry Mojito

with the aromas and flavours of raspberries, fresh mint and lime

NEW! - Jules Mumm Plus Holunderblüte Minze Alkoholfrei

with the sweet taste of elderflower, fresh mint and a touch of lime – a full taste but no alcohol

Jules Mumm Plus Cranberry Holunderblüte

with the flavours of fruity and tangy cranberries and aromatically sweet elderflowers

Jules Mumm Plus Holunderblüte Minze

with the flavour of aromatic elderflowers, fresh mint and a touch of lime

Retailers, wholesalers	Contents: 0.75l RRP: EUR 4.99 Unit: case of 6
Restaurants/bars etc.	Contents: 0.2l RRP: EUR 1.99 Unit: case of 12

Pricing is solely at the seller's discretion.

LINK: www.julesmummplus.de

ABOUT JULES MUMM PLUS

So fruity. So fresh. And so much more. Jules Mumm Plus combines fruity and tangy wines from the best provenance with natural fruit aromas and flavours. "Jules Mumm Plus Raspberry Mojito" is aromatic and fresh, "Cranberry Holunderblüte" fruity and tangy and "Holunderblüte Minze" fragrant and fresh. The innovative "Holunderblüte Minze Alkoholfrei" is a perfect alternative, with a full taste.



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

Jules Mumm in its new premium look

From March this year, with its new premium look Jules Mumm, the trendy sparkling wine by Rotkäppchen-Mumm Sektkellereien GmbH, is going to catch even more eyes in stores. Both for the Jules Mumm logo and the bottles and labels new designs were developed.

Gold is trendy. Fully in line with this trend, Jules Mumm will now present itself with a stylish logo, in gold all-over. And this premium sparkling-wine brand's bottles get a new label, too. The new zappy and refined design makes for much visibility on the shelf. But even though the packaging is new, the huge variety and fruity taste of this unconventional sparkling-wine brand stay the same. "This new look reinforces the premium and trendsetting character of the brand even more. And it underscores Jules Mumm's high quality and value," says Cathrin Duppel, head of Rotkäppchen-Mumm Sektkellereien's sparkling wine, wine and wine-based mixed drinks marketing department.

ABOUT JULES MUMM

Jules Mumm is an unconventional sparkling wine for young women and comes from the traditional Rotkäppchen-Mumm Sektkellereien GmbH in Freyburg (Unstrut), Germany. The brand's success is based upon its fruity taste. Jules Mumm is available in four variants: Jules Mumm Dry, Jules Mumm Medium Dry, Jules Mumm Rosé Dry and Jules Mumm Fruity & Sweet.

LINK: www.julesmumm.de



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

New: Artful sales: Mumm launches second art edition with Alex Trochut

Inspiring like a work of art: From April 2016, the premium sparkling-wine brand Mumm will again see to much visibility at the POS and, in conjunction with Alex Trochut, launch its second art edition. Using the world of Mumm for inspiration, the Spanish artist has created an abstraction of the elegant sparkling wine's lively mousse and its three variants' colours. The special edition of these tree variants – Dry, Extra Dry, Rosé Dry – is limited to three million bottles.

The first Mumm art edition last year led to a growth in sales of 27 per cent during the promotion period*. After such a spectacular start, the artistic commitment of this premium sparkling-wine brand continues and this time Mumm was able to get the renowned artist Alex Trochut to create a design for the Dry, Extra Dry and Rosé Dry varieties. "The artwork is very dynamic but also radiates a certain lightness. I did not only get inspired by the brand's look and history but also by its taste," says the artist, whose expressive work moves between art and design, typography and illustration. Trochut lives in New York and Barcelona and has become known for his illustrative typography. His digital paintings won many awards, were shown in many exhibitions and adorned the covers of Rolling Stones and Katy Perry albums.

"The 2015 edition exceeded our wildest expectations," says Cathrin Duppel, head of Rotkäppchen-Mumm Sektkellereien's marketing department. "Trochut's work is dynamic and powerful. We were very excited by his interpretation of the world of Mumm right from the start and we are very happy to be able to launch this second Mumm art edition with him."

The unusual bottle design aside, attractive displays will make for a lively presentation in stores and catch consumers' eyes. The promotion will include a print and online campaign with a

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huge media penetration. And the brand's plans provide for extensive PR activities and a networked activation of the social media channels as well. A conventional TV commercial will trigger extra dynamics.

*Source: IRI, Feb - Apr 2014 vs. Feb - Apr 2015

Promotion period:	from April 2016, subject to availability
Unit:	6 bottles per case / 114 bottles per display
Contents:	0.75l
RRP:	EUR 5.99 (pricing is solely at the seller's discretion)

ABOUT MUMM

Mumm is Rotkäppchen-Mumm Sektkellereien's urbane and inspiring brand. This fresh and finely beaded premium sparkling wine stands for special pleasure on special occasions. Selected top-quality wines lend Mumm its elegant and dry character and make its taste something really special – and, indeed, have done so since 1922. Mumm can be enjoyed in three variants: Mumm Dry, Mumm Extra Dry and Mumm Rosé Dry. In 2014 Mumm launched its first art edition, with illustrator Anja Kroencke.

ABOUT ALEX TROCHUT

Alex Trochut was born in Barcelona in 1981. He studied graphic design at the famous Elisava design school, Barcelona, before becoming a free-lance illustrator. Even his grandparents and great-grandparents had already worked in typography and developed some fonts that are still around. Trochut was influenced by renowned graphic designers like Milton Glaser, Paul Rand and Herb Lubalin, illustrators like Rick Griffin, known for his psychedelic posters, and Jim Philips, the creative mind behind Santa Cruz Skateboards, but also by artists like Dalí, Escher and Miró. He describes himself as a digital artisan and, against the ongoing minimalistic trend, creates colourful, organic and rich works of art. His customers include renowned magazines and brands and his work has been exhibited in solo and group exhibitions in Beijing, New York, London and Sydney.



ROTKÄPPCHEN-MUMM

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www.mumm-sekt.de

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ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

New: "Mumm Jahrgangssekt" – Premium quality a new kind of pleasure

From August this year, this modern premium sparkling-wine brand will add something special to its portfolio. "Mumm Jahrgangssekt", made from select wines of one vintage only, is getting elegant bottles of a new design. Mumm, with a strong growth in sales and currently the number 3 in Germany, thus underscores its premium character and long-standing sparkling-wine tradition.

Mumm has stood for a carefully composed premium sparkling wine since 1922. "The concept of a Mumm vintage sparkling wine and the modern, new and elegant bottle design have convinced consumers," Cathrin Duppel, head of the Rotkäppchen-Mumm Sektkellereien's sparkling wine, wine and wine-based mixed drinks marketing department, says based upon tests. "Mumm has always known how to re-invent pleasure, and for "Mumm Jahrgangssekt" only select wines from one vintage are made into sparkling wine." "Mumm Jahrgangssekt" will be available from August this year in its Dry, Extra Dry and Rosé Dry variants.

The new "Mumm Jahrgangssekt" will have a new elegant premium design: an embossed lettering and golden touches aside, it is especially the new label with rounded-off corners that lends it its modern and premium character. In terms of colour, influential design trends are used and interpreted in gold, silver and metallic pink. Customers will thus make out "Mumm Jahrgangssekt's" special character and taste even when it is still on the shelf. During tests, the subjects found the concept of a Mumm vintage sparkling wine modern, original and fascinating and they associated the new design with its premium character in full.

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"Mumm Jahrgangssekt" will be available from August 2016. The recommended retail price of the 0.75l bottles of "Mumm Dry Jahrgangssekt", "Mumm Extra Dry Jahrgangssekt" and "Mumm Rosé Dry Jahrgangssekt" is EUR 5.99 (pricing is solely at the seller's discretion).

ABOUT MUMM

Mumm is Rotkäppchen-Mumm Sektkellereien's urbane and inspiring brand. This fresh and finely beaded premium sparkling wine stands for special pleasure on special occasions. Select top-quality wines lend Mumm its elegant and dry character and make its taste something really special – and, indeed, have done so since 1922.

LINKS

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ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

New in the german market: "Rotkäppchen Fruchtsecco" Four-Packs

Successful Rotkäppchen wine-based mixed drinks range includes new products Within only twelve months after its launch, "Rotkäppchen Fruchtsecco" has not only become a strong market leader among sparkling flavoured wine-containing drinks but, indeed, expanded this position. Now, for a limited period of time, Rotkäppchen-Mumm Sektkellereien, Freyburg (Unstrut), Germany, presents its attractive "Rotkäppchen Fruchtsecco" in one variety four-packs – perfect for individual and casual outdoor consumption. What is also new is "Rotkäppchen Fruchtsecco Birne" (pear), a fruity and fine variant with a convincingly harmonious natural taste.

"Pears are a well-known and popular fruit in Germany, and it is so wholesome and pale that it is perfect for our 'Rotkäppchen Fruchtsecco' range," says Cathrin Duppel, head of Rotkäppchen-Mumm Sektkellereien's sparkling wine, wine and wine-based mixed drinks marketing department. "Surprisingly different," is how the "Rotkäppchen Fruchtsecco" brand has presented itself since its launch in 2014. Wine, sprightliness and fruit juice make for combinations of flavours that give utter pleasure – either pure, on ice or with fresh fruit.

Also new in the market are the "Rotkäppchen Fruchtsecco" one variety four-packs, which consist of four small bottles. The pomegranate, elderflower and mango variants are available from German food retailers, convenience stores and drinks-cash-and-carries on displays from March 2016. "With the four-packs, we want to establish 'Rotkäppchen Fruchtsecco' as an ideal alternative to beer-based mixed drinks and as a fruity and light BBQ drink," says Duppel. This attractive sales unit will appeal to young consumers with a liking for outdoor activities in particular.

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From March 2016 onwards, the new "Rotkäppchen Fruchtsecco" products will be supported by an extensive national 360°, radio, TV, poster and print sales promotion campaign.

The recommended retail price of the new "Rotkäppchen Fruchtsecco Birne" in its 0.75l bottle is EUR 3.99 and in its 0.2l bottle EUR 1.39. The new four-pack's (4 x 0.2l) RRP is EUR 4.99. Pricing is at the sole discretion of the seller, however.

LINKS:

www.rotkaeppchen.de and www.facebook.com/rotkaeppchen

THE NEW "ROTKÄPPCHEN FRUCHTSECCO" RANGE AT A GLANCE:

NEW: Rotkäppchen Fruchtsecco Birne (pear): The popular German fruit, refined with pear juice, has a fabulous harmoniously natural and fine and fruity taste.

Rotkäppchen Fruchtsecco Mango: This trend variety, refined with mango juice, is a fruity and soft summery drink.

Rotkäppchen Fruchtsecco Granatapfel (pomegranate): The power fruit for trendy people, refined with pomegranate juice, makes for a fruity and very inspiring tangy drink.

Rotkäppchen Fruchtsecco Erdbeere (strawberry): This classic drink, refined with strawberry juice, is a fizzy and fruity delight.

Rotkäppchen Fruchtsecco Holunderblüte (elderflower): Summery freshness for all seasons, refined with lime juice: a fruity drink for connoisseurs.



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

Rotkäppchen International: The red cap is always a must

Rotkäppchen has been Germany's strongest and most successful sparkling-wine brand for years now. This strong position forms the basis for Rotkäppchen-Mumm Sektkellereien' next strategic steps to develop new international markets. And here, the company based at Freyburg (Unstrut), Germany, has one maxim: the red cap is always a must!

The international trade will be presented the famous and successful Rotkäppchen sparkling-wine bottles' new design ,geared to international markets, at the ProWein in Düsseldorf this year. As Christof Queisser, chairman of the Rotkäppchen-Mumm Sektkellereien management board, puts it: "For the international markets, Rotkäppchen will consist of the same traditional sparkling wines our consumers like and which are made from European base wines." But the bottles' design will be different. The bottles and the labels' colours are a bit darker by comparison and natural cork is used. So even if there are slight adjustments in order to meet our European neighbours' expectations and habits, for Queisser there is one thing that stands out when it comes to developing an international range: in future, international lovers of sparkling wine can enjoy the successful German Rotkäppchen quality as well.

The first positive results of this international expansion the traditional company, founded in 1856, was able to report from the Czech market, entered at the end of last year by following a slightly modified international strategy for the first time. In the Czech Republic, not only the traditional Rotkäppchen variants are available but also the alcohol-free ones.



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 04 12 2016

NEW in Germany: The Italian way of life and easy-going pleasure with "Sprizzerò De Martin"

Innovative and traditional at the same time. This self-assured attitude is also what characterises "Sprizzerò De Martin", now available in Germany. The traditional aperitivo premix in elegantly designed cans embodies the easy-going Italian way of life and stylishness and has more to tell than just an interesting story. Select Italian wines and herbs and natural flavours form the basis of the secret recipe owned by the North Italian family since 1934. From now on, this trendy drink - Rotkäppchen-Mumm Sektkellereien's first international speciality in cans – is also available all over Germany.

Back in 1934, Edoardo De Martin returns to Cortina d'Ampezzo in northern Italy from trips on which he gained a lot of gastronomic experiences. Here in his home, he develops an unusual aperitivo – the "Originale" – based upon a secret recipe handed down in his family. Today, the popular Sprizzerò is perfect for trendy connoisseurs who want modern urbanity in drinks and like the Italian way of life.

By having taken over the Italian "Sprizzerò De Martin" brand in November 2015, Rotkäppchen-Mumm Sektkellereien adds a trendsetter to its innovative brand portfolio whose striking 0.25l cans are characterised by a modern, elegant design. "Sprizzerò" will be launched all over Germany at petrol stations and newsagents in the three trendy variants Classico, Hugo and Pink Grapefruit.

www.sprizzero.com

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