



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 02/04/19

Your contacts

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Head of production, quality management, technology, purchasing and supply chain
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Rotkäppchen-Mumm with record turnover of over one billion euros – Rotkäppchen most successful brand

Christof Queisser, Chair of the Management Board of Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut), presents the largest turnover in the company's history at this year's annual financial statement press conference in Leipzig. The German leader in sparkling wine recorded a total turnover of EUR 1085 billion for 2018 and total sales of 278 million bottles. Rotkäppchen, the most successful sparkling wine brand, is now also the top German branded wine manufacturer.

'Rotkäppchen-Mumm can now rely on three strong pillars that are well balanced', says Christof Queisser, describing the new structural strength of the company. 'The situation couldn't be better'. Rotkäppchen-Mumm's total turnover for 2018 is thus distributed between the three pillars:

- **Sparkling wine and similar:** EUR 660.4 million or 61 per cent of the total turnover
- **Wine:** EUR 136.5 million or 13 per cent of the total turnover
- **Spirits:** EUR 288.7 million or 26 per cent of the total turnover

The Bremen-based import trading company Eggers & Franke, which was taken over last year, is a strategic building block in the further success story of Rotkäppchen-Mumm.

Queisser emphasises the importance of the Bremen location for optimal access to the sales markets: 'Eggers & Franke is also successful in online trading. This means that we now have direct access to consumers. In the gastronomy sector, we combine the sparkling wine portfolio of Rotkäppchen-Mumm with renowned international wine and premium spirits from Eggers & Franke'.

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'We have substantially strengthened our company over the past twelve months', says Christof Queisser, summarising the developments in 2018.

The Rotkäppchen brand continues to be Germany's best-loved sparkling wine brand. With growth of 6.7 per cent, the Rotkäppchen bottle fermentation approach was particularly successful in 2018. For the first time, Rotkäppchen Qualitätswein is also the leading German brand wine. Rotkäppchen Alcohol-Free continues to be the clear number 1 in this trend segment.

Frank Albers, head of controlling, finance, IT and human resources, describes Rotkäppchen-Mumm as a modern, future-oriented company that is building up an increasing presence in the new digital working world. 'Our world is becoming digital, and this is what we are consistently orienting our activities towards. This digital interlocking of all areas is one of the central challenges for medium-sized companies like Rotkäppchen-Mumm', says Albers.

In 2018, Rotkäppchen-Mumm made significant investments in engineering and technology. 'We have earmarked EUR 13 million to ensure that the efficiency of the individual locations is also geared to future-oriented growth', says Ulrich Wiegel, Head of production, quality management, technology, purchasing and supply chain management. The largest investment of around eight million euros was made in the Eltville am Rhein site with the commissioning of a packaging plant that is unique in the German beverage industry.

In his outlook for the coming months, Christof Queisser emphasises two central themes: direct access to the consumer will become essential. The markets are developing dynamically and are increasingly volatile. Overall, he states: 'Rotkäppchen-Mumm will continue on its trajectory of success'.



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Rotkäppchen-Mumm 2018 in figures

Executive Board:

Christof Queisser

Chairman of the Executive Board and head of marketing, sales and international

Frank Albers

Head of controlling, finance, IT and human resources

Ulrich Wiegel

Head of production, quality management, technology, purchasing and supply chain management

Locations:

Freyburg (Unstrut), Saxony-Anhalt, Germany

Eltville am Rhein, Hesse, Germany

Hochheim am Main, Hesse, Germany

Nordhausen am Harz, Thuringia, Germany

Breisach am Rhein, Baden-Württemberg, Germany

Nordhausen am Harz, Thuringia, Germany

Valdobbiadene, Veneto, Italy

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Permanent employees:

870, of which 43 trainees (*basis for calculations: number of employees calculated by FTE*)

(2017: 673, of which 35 trainees)

Total sales 2018 sparkling wine and similar, spirits and wine:

278 million bottles total, of which:

184 million bottles of sparkling wine and similar

41 million bottles of wine

53 million bottles of spirits

(2017: 256.5 million bottles total)

Note regarding bottle sizes: sparkling wine and wine are calculated based on 0.75-litre bottles; spirits are calculated based on 0.7-litre bottles.

Total turnover 2018 sparkling wine and similar, wine and spirits:

EUR 1,085 billion including sparkling wine tax and spirits tax, excluding VAT.

(2017: EUR 945 million including sparkling wine tax and spirits tax, excluding VAT)

Market share of German sparkling wine market in 2018:

53.9 per cent

(2017: 55.2 per cent)¹

Market share of German food retail spirits market in 2018:

9.4 per cent

(2017: 9.7 per cent)¹

¹ Source: Leading retail panel