



ROTKÄPPCHEN-MUMM

Press release

Freyburg (Unstrut), 15.02.2022

Rotkäppchen-Mumm annual balance 2021

Solid result in all business categories – Mumm celebrates its centennial

Rotkäppchen-Mumm reports a solid result for calendar year 2021. Total turnover was EUR 1.2 billion (previous year: EUR 1.2 billion). The leader in the German sparkling wine, branded wine and spirits market was able to confirm its pole position despite the challenges posed by the second year of the pandemic.

'As a strong family-run company, we have once again proven that even in the second year of the pandemic, we've got bottle,' quips Rotkäppchen-Mumm CEO Christof Queisser to summarise the annual result of the successful market leader in sparkling wine. 'The year 2021 was defined by a volatile market situation. Our strong brands and clear focus on the three business categories of sparkling wine and similar, wine and spirits are key to our success,' continues Queisser.

In classifying the sales result of EUR 1.2 billion for 2021, Christof Queisser points out that the turnover is above the pre-pandemic figure of EUR 1.1 billion recorded in 2019. Two key trends also intensified in 2021: OOH consumption returned to some extent and the gastronomy sector was able to welcome guests back again, at least for limited periods of time. Simultaneously, more and more people are discovering higher-priced gourmet products. 'We are witnessing strong growth for high-quality brands. Last year, our premium brand Geldermann grew by over 30%. Today, many people have new demands. They consume less and more consciously,' states Queisser.

Christof Queisser is looking ahead to 2022 with confidence – after all, Mumm, which continues to be one of the most successful German sparkling wine brands today, is celebrating its 100th anniversary. 'Especially during challenging times, our strong brands offer consumers reliability and security. Durability and stability are inherent to the Rotkäppchen-Mumm DNA.' However, the outlook also acknowledges that both the industry and consumers will be forced to grapple with rising commodity and energy prices.

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The main points at a glance

The **total turnover** of Rotkäppchen-Mumm in 2021 was EUR 1.2 billion (including sparkling wine and alcohol tax, without VAT. Previous year: EUR 1.2 billion), divided between three categories:

- **Sparkling wine and similar:** EUR 558 million (previous year: EUR 594 million)
- **Wine:** EUR 255 million (previous year: EUR 228 million)
- **Spirits:** EUR 386 million (previous year: EUR 378 million)

The **number of employees** in 2021 was approximately 1,000. **Investments** of EUR 14.6 million were made in company locations and digitisation (previous year: EUR 17.1 million).

Rotkäppchen-Mumm Executive Board

Christof Queisser

CEO - Chairman of the Executive Board

Frank Albers

CFO – Head of Controlling, Finance, IT and Human Resources

Dr Mike Eberle

COO - Head of Production, Quality Management, Technology, Purchasing and Supply Chain Management

Locations:

Freyburg (Unstrut), Saxony-Anhalt, Germany
Eltsville am Rhein, Hesse, Germany
Hochheim am Main, Hesse, Germany
Nordhausen am Harz, Thuringia, Germany
Breisach am Rhein, Baden-Württemberg, Germany
Bremen, Bremen, Germany
Salem / Baden-Württemberg / Germany

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Valdobbiadene, Veneto, Italy
Vienna, Vienna, Austria

About Rotkäppchen-Mumm:

Rotkäppchen-Mumm is Germany's leading provider of sparkling wine, wine and spirits. Since its foundation in 1856, the company has stood for an ever-growing range of prestigious brands and innovations. The leader in the German sparkling wine, branded wine and spirits market unites a diverse selection of its own products with a distribution range of over 200 international premium products. As a defining force on the market, the Group is committed to high quality standards, industry expertise and the targeted alignment of its product range to consumer needs. Rotkäppchen-Mumm's most successful brands include Rotkäppchen, Mumm, Geldermann, Ruggeri Prosecco DOCG, Doppio Passo and Echter Nordhäuser. With its nine locations, the company recorded total sales of EUR 1.2 billion in 2021.

www.rotkaeppchen-mumm.de

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