



MARKGRÄFLICH BADISCHE VERWALTUNG



ROTKÄPPCHEN-MUMM

Press release

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Two of the biggest German players in the wine industry have announced an historic new business partnership.

Germany's The Royal House of Baden and Rotkäppchen-Mumm announce historic business partnership

The world-renowned Royal House of Baden (one of the largest winery and leading wine producer in Germany) and Rotkäppchen-Mumm (one of the world's leading producers of sparkling wines) have joined forces to establish a new business entity under the name - Markgräflich Badisches Weinhaus, with headquarters at the Royal House of Baden in Salem, Germany.

The initial focus of the new company will centre on the dynamic expansion of the legendary Markgraf von Baden wine label both in Germany & internationally. The famous wine estate on Lake Constance has been cultivated by the House of Baden for hundreds of years and is one of the largest private wine estates in Germany, family owned by the House of Baden of Baden and with the much revered VDP quality membership.

The partnership announcement comes as Rotkäppchen-Mumm prepares to hit a record turnover of €1billion this year. The company has over 180 years of wine and sparkling wine experience and has 630 employees.

Both partners will each bring their respective strengths and expertise to the business, which will have a strategic focus on marketing, sales and the development of the iconic House of Baden wine brands.

1/3

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The traditional ethos of both businesses was fundamental to the partnership decision. Both place considerable value on the tradition of their respective companies and brands, but also take a future-oriented approach with a view to the long term.

The two partners, who will each continue to remain economically independent companies, will each possess a 50 per cent share of the new joint venture: Markgräflisch Badische Weinhaus GmbH. Manfred Hilpert from Rotkäppchen-Mumm and HGDH Prince Michael of Baden, from the House of Baden have been appointed as joint managing directors.

HRH Prince Bernhard of Baden, believes that this partnership represents a perfect combination: 'My family and Rotkäppchen-Mumm together stand for great traditions and values, such as passion, quality awareness and future-oriented innovation & actions. We are highly regarded by our partners and customers for this reason. With the new Markgräflisch Badisches Weinhaus we want to develop brand concepts on a wider & international scale.'

Christof Queisser, Chairman of the Board of Rotkäppchen-Mumm, and HRH Prince Bernhard of Baden, present owner of the Markgraf von Baden wine estate, one of the largest private wine estates in Germany and VDP-member (VDP – Verband Deutscher Prädikatsweingüter, Association of the leading German Wine Estates), are looking forward to the cooperation between the two successful tradition-rich enterprises. 'We are proud to enter into this unique partnership with the House of Baden. Both companies are leaders in their respective fields, the wines from the VDP-member Markgraf von Baden wine estate represent the highest level of quality, and we both share a passion for wines, brands and quality,' says Christof Queisser.

About the Royal House of Baden:

As Margraves of Baden since 1112, the family has had a significant part to play in the production of quality wines in the Baden region. The Margraves enacted the first wine regulations in 1495, and introduced single-origin Riesling production and Chasselas production in the Markgräflerland region of southwestern Germany in the eighteenth century. The Müller-Thurgau grape was grown at Lake Constance for the first time in 1923 on the family's wine estates. The headquarters of the royal dynasty and wine estate are at Schloss Salem at Lake Constance. The VDP-certified wine estate is personally owned by HRH Prince Bernhard of Baden and, with a wine-growing area of 135 hectares, is one of the largest private wine estates in Germany.



About Rotkäppchen-Mumm:

The family company Rotkäppchen-Mumm, based in Freyburg (Unstrut), is one of the world's leading producers of sparkling wines, liquors and wines, and has over 180 years of wine and sparkling wine experience. It has over 630 employees working at six locations and achieved sales of around 271 million bottles in 2016, corresponding to a turnover of €986 million. The leading producer in the German sparkling wine and spirits market provides a unique experience for consumers both within Germany and abroad with its strong, successful brands. Rotkäppchen-Mumm has brands targeting the premium market with Geldermann Sekt and Ruggeri DOCG Prosecco.



Photo: Christof Queisser (left) from Rotkäppchen-Mumm and Bernhard, HRH Prince of Baden, at the show case wine store at Schloss Salem.