



ROTKÄPPCHEN-MUMM

Press release

Düsseldorf, 03 21 2017

Target group orientation: Geldermann launches a new food-retailing premium concept and design

In May 2017, Geldermann will relaunch its entire range available at food retailers. The brand's new Classique Sec, Rosé Sec and Brut premium products will feature a new design, also at the point of sale. Geldermann, a premium brand and part of Rotkäppchen-Mumm Sektkellereien GmbH, will continue to use traditional bottle fermentation and at EUR 9 per bottle be sold as a high-end premium product.

Düsseldorf, ProWein 2017. From May 2017, Geldermann will be presented at food retailers in a new and premium fashion and, of course, continue to use traditional bottle fermentation. The relaunch of Geldermann, a company almost 180 years old and with roots in the Champagne, will include new, more bulgy, Masson-green bottles with elegant labels and foils and capsules, a high-quality case design and a completely revised presentation at the POS. "In strategic terms, we have given the brand an entirely new twist. We want to position and establish Geldermann as a premium brand, thereby meeting our consumers' expectation of a high and authentic quality," says Cathrin Duppel, Rotkäppchen-Mumm's marketing director. In its new food retailing line, Geldermann combines German artisanship with the brand's French origins. With its new range of sparkling wines for the food retail trade and priced at EUR 9, Geldermann sells a premium product that is fully geared to its target group.

Marc Gauchey, Chef de Cave at Geldermann: "Both the challenge I faced and the objective I had were to produce a very good sparkling wine that meets our customers' needs and whose quality will always remain high. We have certainly accomplished that."

In order to standardise the designations, the best selling variety, Carte Blanche, has been renamed Geldermann Classique Sec and with the Rosé Sec and Brut from May this year will be available in more bulgy bottles in an elegant Masson-green shade. Their neck will be adorned by portraits of the company's founders, Peter Geldermann and his son Alfred. The

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new labels – in a clear silver, delicate pink and bright gold - have something of a coat of arms, and the labels and capsules are elegantly textured. The new premium brand design is dark-blue with chalk drawings of the founders, also at the POS and on its new, high-quality displays, some of which will resemble riddling racks, thus referencing traditional bottle fermentation. For off-licences and bars, pubs and restaurants, a relaunch is planned for 2018.

German sparkling-wine tradition with French esprit

Geldermann's roots go back to the Champagne, where William Deutz and Peter Geldermann, both from Aachen, in 1838 founded their cellars to produce champagne. This was followed by a branch in Hagenau and then by the company as such at Breisach in Baden. The Breisacher Schlossberg includes cellars that are more than 600 years old and here the sparkling wine ages in bottles at a constant temperature. Chef de Cave is the French oenologist Marc Gauchey: "Our combination of French spirit with German artisanship is important to me, and I want to make it become reality each and every day."

The RRP for Geldermann Classique Sec, Rosé Sec and Brut in 0.75l bottles is EUR 8.99 each, with the sales price at the retailer's discretion.

For more information, please check out <http://www.geldermann.de>



Geldermann Privatsektkellerei has embodied German sparkling-wine culture and French heritage since 1838. Its products age in bottles in the company's own cellars in Breisach am Rhein in Baden, Germany. In 2017, Geldermann will be relaunched to make the brand ready for the future. From May onwards, Classique Sec, Rosé Sec and Brut will be available at food retailers in a new design; the relaunch for off-licences will occur in 2018. Geldermann Privatsektkellerei has been part of Rotkäppchen Mumm Sektkellereien GmbH's premium segment since 2003.



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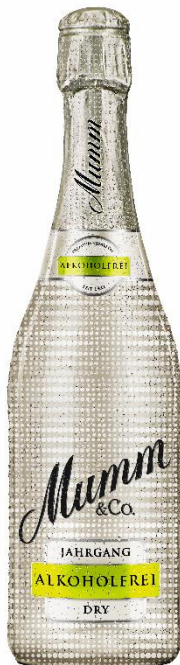
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New: Mumm Dry Alkoholfrei (alcohol-free) No compromises when it comes to taste

An Innovation on the sparkling-wine shelves: the premium brand Mumm is expanding its range and in March this year will launch its Mumm Dry Alkoholfrei (alcohol-free). This new product is the perfect solution for all who want to do without alcohol but not without the real Mumm taste. Vintage Mumm Dry Alkoholfrei features a compelling premium design geared to shoppers and a very dry taste when compared with other alcohol-free products. Alcohol-free has never been so good!



Rotkäppchen-Mumm achieves this with a production method unique in Germany. With this innovative method, the premium sparkling-wine brand creates an exceptional taste in vintage quality. The Mumm cellarers only use select wines from the best regions. These wines are gently de-alcoholised at low temperatures and thus keep their full aromas and flavours. Dry, fruity and elegant: Mumm Dry Alkoholfrei has a convincing taste and meets consumers' expectations. As the first real alternative to sparkling wine, Mumm Dry Alkoholfrei will be in much demand.

Mumm Dry Alkoholfrei's design is purist; the cool gold is filigree and elegant. And the still striking look helps shoppers to find what they want on the shelves.¹

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"Sparkling wine is consumed at many parties and other occasions, and alcohol-free products are getting ever more important here. And we thought that our customers don't need to make any compromises - neither regarding taste nor quality," says Cathrin Duppel, Rotkäppchen-Mumm's marketing director.

Premium position and guaranteed sales

The striking premium design and alcohol-free designation aside, an attractive presentation at the POS like an eye-catching secondary placement also means much visibility in the market. The launch will also be accompanied by comprehensive and interlocking measures in digital and conventional media channels.

Promotion period:	as of March 2017
Trading unit:	6 bottles per case / 60 bottles (one variety only) per display
Content:	0.75 l
RRP:	EUR 5.99 EUR (the sales price is at the retailer's discretion)

ABOUT MUMM

Mumm is Rotkäppchen-Mumm's urbane and inspiring brand. This fresh premium sparkling wine with its fine mousse embodies the pleasurable moments in life. Carefully selected wines of the highest quality lend Mumm sparkling wine its elegant and dry character and make drinking it a great experience –and have done so since 1922. Mumm is available as Mumm Dry, Mumm Extra Dry and Mumm Rosé Dry and now also as Mumm Dry Alkoholfrei.

LINKS

www.mumm-sekt.de

<https://www.facebook.com/MummSekt>

<https://www.instagram.com/mummsekt/>

¹ Source: K&A Brand Research 2016 (80% of the interviewees said the display was attractive).



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Düsseldorf ProWein, 03 21 2017

A thrilling performance at the POS MUMM launches 3rd Art Edition, with Kustaa Saksi

As dynamic as art: the inspiring sparkling-wine brand Mumm is launching its 3rd Art Edition to make shopping a more thrilling experience once again. From March 2017, Dry, Extra Dry and Rosé Dry vintage sparkling wines will be available in designs created by the Finnish artist, designer and illustrator Kustaa Saksi: bottles adorned by abstract vines, rhythmic patterns and graphic shapes. This special edition is limited to three million bottles.



With sales up by 37 % in the promotion period*, the Mumm Art Edition 2016 had already topped the previous one, so in H1/2017 the premium sparkling-wine brand will continue its artsy endeavour. This time, the vines on the bottle come from the Finnish artist Kustaa Saksi. "It may sound like a cliché, but like for most Nordic designers for me nature is what inspires me most. For Mumm, I studied the shape of grapes and developed a kaleidoscopic pattern inspired by the fine mousse, taste, colours and origin of the product," says Saksi. His graphic narration and expressive patterns make Kustaa Saksi a designer who is in much demand. This success is certainly attested to by his exhibitions in, for example, the Victoria & Albert Museum in London and by his work for Nike, Lacoste and Levi's.

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"The previous two editions had been a huge success, so a 2017 edition was never in doubt," says Cathrin Duppel, Rotkäppchen-Mumm Sektkellereien's marketing director. "Kustaa Saksi's interpretation was a nice surprise, since it's very structured but also dynamic."

The striking, very shopper-inspiring bottle design aside, attractive displays make the product very visible on the shelf. The promotion is also supported by a far-reaching print and online campaign. And the brand also has comprehensive PR measures in the pipeline, plus an interlocking activation of social media channels. Needless to say, there will also be a conventional TV commercial.

*Source: IRI, sparkling wine DB(?), food retailers incl. DM, excl. Aldi, Feb–Apr 2016 y-o-y (promotion period 2. Mumm Art Edition).

Promotion period:	as of March 2017, limited edition
Trading unit:	6 bottles per case / 114 bottles (mixed/one-only) per display
Content:	0.75 l
RRP:	EUR 5.99 EUR (the sales price is at the retailer's discretion)

ABOUT MUMM

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ABOUT KUSTAA SAKSI

Finnish illustrator Kustaa Saksi (*1975) creates fantastic worlds made of playful, paradoxical, disturbing but also inviting shapes, environments and psychedelic atmospheres. He combines uniquely detailed, organic structures with dynamic colours. Among his customers are Sony, Microsoft, Nokia, Nissan, Vespa, Nike, Swarovski, Levi's, Adidas, Lacoste and Issey Miyake. Saksi's work has been exhibited worldwide, e.g. at the Victoria & Albert Museum, the Helsinki post office gallery, in a Dutch Stadthuis and in galleries from NYC to Bangkok.



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LINKS

<http://www.mumm-sekt.de>

<https://www.facebook.com/MummSekt>

<https://www.instagram.com/mummsekt/>

<http://www.kustaasaksi.com/>

<https://www.facebook.com/kustaasaksi>

<https://www.instagram.com/kustaasaksi/>



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NEW: Rotkäppchen Fruchtsecco Himbeere (semi-sparkling raspberry) – fruit of the year 2017

Now the world is turning fruity and fizzy: in 2017, the new, limited Rotkäppchen Fruchtsecco Himbeere (semi-sparkling raspberry) will make your summer surprisingly different! As the "fruit of the year 2017", this classic among all berries has a convincingly fine and fruity taste for fizzy and summery pleasure. A real highlight in every regard and a must-have for the next BBQ party or a relaxing afternoon spent with friends in the park.

As a really classic berry, raspberries are very popular again. In 2017, Rotkäppchen Fruchtsecco has made them its "fruit of the year" and thereby launches a real multi-talent: a perfect drink on sunny days, at BBQ garden parties or a picnic by the lake. With its bright-pink colour and fruity raspberry aromas, this limited variety promises a fruity-fresh but surprisingly different taste. It has a convincing sprightliness, refreshing aromas and a balanced acidity. To make things uncomplicated, Rotkäppchen Fruchtsecco Himbeere is also available in small bottles and in four-packs. Now you are well prepared for summer and great moments in the outdoors with friends and family.

Rotkäppchen Fruchtsecco – surprisingly different

Be it the new seasonal and fruity raspberry, the domestic pear, the summery strawberry, the fresh elderflower, the soft mango or the tangy pomegranate - Rotkäppchen Fruchtsecco simply has something for everyone. The interplay of the popular Rotkäppchen Sekt wine blend with fruit juice makes Rotkäppchen Fruchtsecco a surprisingly fruity and fresh drink with 8% ABV. All the above varieties are also available in small bottles to take with you into the outdoors.

For more information and delicious recipes, please check out: <http://www.rotkaeppchen.de>

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Rotkäppchen with a striking campaign: Every bottle of sparkling wine as a unique messenger

Rotkäppchen, one of the most successful and popular brands in Germany, is launching a spectacular campaign in which every Rotkäppchen fan can relay his or her personal message. At this scale, this campaign is unique and it involves Rotkäppchen fans creating the design of a label just as they see fit. Easily and for free! Their imagination and creativity will know no bounds. The only condition is: "Sag's mit Rotkäppchen von Herzen" (say it with Rotkäppchen with all your heart).

Since January 16, 2017, Rotkäppchen fans have had the opportunity to create their own label with and for a personal message. There has never been anything like it in Germany before – not at such a scale.

When designing their labels, fans can be as creative as they like. Their imagination and also their wit will know no bounds: be it "thanks", "congrats"" or "for my darling" – every label will be unique and thus a personal message. And the lettering will be in line with the famous and well-known Rotkäppchen look. Any such bottle will be truly unique!

"With this unique and emotional campaign, we also want to thank our fans for their loyalty and enthusiasm," says Cathrin Duppel, the Rotkäppchen marketing director. From January to May 2017, Rotkäppchen fans can, on rotkaeppchen's website, design two labels for any purchased bottle and will then receive them by mail and can stick them (or one) onto the bottle to give away. What a pleasure and surprise!

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How do I design my personal Rotkäppchen label?

It only takes four steps:

1. Buy an 0.75l Rotkäppchen bottle (sparkling wine or alcohol-free)
2. Upload receipt at www.rotkaeppchen.de and design your own labels
3. You will then receive two labels by mail
4. Stick your own label onto the bottle and give it away as a huge surprise ...

For further information on "Sag ´s mit Rotkäppchen von Herzen" campaign:
www.rotkaeppchen.de

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