



Geldermann

Press release

Breisach, 8.2.2018

Authentic sparkling wine culture with style: Geldermann presents the exclusive Les Grands gastronomy range

In its 180th year and after a comprehensive brand re-launch, Geldermann is now focussing on its gastronomy range. With the presentation of Les Grands at ProWein, the traditional company offers three proven, premium-quality wines with a noble design, specially tailored to the requirements of superior gastronomy. This also presents the perfect separation of the on-trade and food retail lines. The elegant and characteristic Les Grands bottles not only carry the signature of Chef de Cave Marc Gauchey with regard to their content, but also in the delicate handwriting on the label.

'The main difference to our Les Premiers food retail range is the doubled aging period, which gives Les Grands their particularly harmonious, full-bodied character,' explains Gauchey, who has been bottling the spirit of Geldermann as a winemaker since 1991. From bottling to delivery, the Grand Brut, Grand Rosé and Carte Blanche varieties have each spent two years in cellars that are more than 600 years in old in Schlossberg, Breisach. Here, they undergo traditional bottle fermentation in optimal conditions.

Exquisite cuvées, elegant design

Grand Brut owes its balanced flavour to selected wines of the Pineau de Loire, Chardonnay und Pinot Noir grape varieties. With fresh aromas and delicate pastry notes, the premium sparkling wine impresses even the most discerning connoisseurs. Grand Rosé unites Pineau de Loire, Chardonnay, Pinot Noir and Ugni Blanc in a multi-faceted sparkling wine with a fruity aroma of wild berries and delicately integrated acidity. In Carte Blanche, a composition of Pineau de Loire, Chardonnay, Pinot Noir and

1/4

Geldermann | Press contact: Marie Therese Heiser, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 819
Fax: + 49 (0)69 257 812 811
m.heiser@gourmet.connection.de

Münchener Straße 45
60329 Frankfurt
www.gourmet-connection.de



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Ugni Blanc offers a particularly elegant flavour experience with its invigorating perlage and notes of white fruit such as pear and peach.

The premium range also presents a clear distinction from the existing line in terms of aesthetics. With its silky feel and gold foil embellishment, the luxurious paper label quite literally bears the signature of Marc Gauchey – the native Alsatian has written the names of his creations by hand for the label design. With this, the Chef de Cave highlights the special significance Les Grands have for him. The neck band, which displays the company's year of foundation in 1838 near Reims, echoes the delicate silver, gold or pink of the label, thus ensuring clear variety recognition. The elegantly embossed capsule structure shimmers discreetly in dark Geldermann blue as a tribute to the French roots of the brand.

Authentic sparkling wine culture

The brand slogan 'Authentic sparkling wine culture since 1838' not only portrays the firm commitment to traditional, top-quality production, but also alludes to the associated enjoyment for all occasions. With the Geldermann Les Grands, it is hoped that a glass of sparkling wine will re-gain its importance as a classic aperitif. With their strong characters, the varieties also offer a tantalising and particularly appealing alternative to accompany dishes as part of a complete menu.

Customer desires in focus

'By separating the range, we will be able to meet the specific needs and requirements of our various customer groups even more effectively,' explains Cathrin Duppel, head of marketing at Rotkäppchen-Mumm. 'After extensive investments in the product range, location and our brand experience in Breisach, where the Franco-German sparkling wine culture comes to life, we want to continue to bring new inspiration to the premium sparkling wine segment.'

2/4

Geldermann | Press contact: Marie Therese Heiser, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 819
Fax: + 49 (0)69 257 812 811
m.heiser@gourmet.connection.de

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60329 Frankfurt
www.gourmet-connection.de



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Target group-oriented marketing support planned

The Les Grands range will be accompanied by numerous sales-supporting measures. Attractive materials for the point of consumption for presentation, serving and sales, tailored customer support and an eye-catching launch campaign at ProWein are just some of the steps taken by Geldermann to ensure the perfect positioning of the brand in the premium segment.

In strategic terms, in addition to the successful continuation of business with existing customers, the exclusive range should also enable the exploration of further customer potential in superior gastronomy and bars with corresponding clientèle.

All of the Les Grands varieties are available for catering and specialist trade in 0.75 and 1.5 litres. Grand Brut is also available in 3 litres, whilst Carte Blanche also comes in small, 0.2-litre bottles.

We kindly request that this information is only used for reports with reference to ProWein until 20 March 2018.

For more information, please visit www.geldermann.de

About Geldermann:

Geldermann is a brand from the portfolio of Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut). Since 1838, the Geldermann private winery has stood for German sparkling wine culture with French heritage. The wines age in traditional bottle fermentation in the company's own sparkling wine cellar in Breisach am Rhein. In 2017, Geldermann underwent a comprehensive re-launch that paved the way for the future of the brand. Since May 2017, the Classique Sec, Rosé Sec and Brut varieties have been available in a new design in food retail stores,

3/4

Geldermann | Press contact: Marie Therese Heiser, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 819
Fax: + 49 (0)69 257 812 811
m.heiser@gourmet.connection.de

Münchener Straße 45
60329 Frankfurt
www.gourmet-connection.de



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whilst the on-trade varieties Les Grands Carte Blanche, Grand Brut and Grand Rosé joined the portfolio in 2018. The Geldermann private winery has been part of the premium segment of Rotkäppchen Mumm Sektkellereien GmbH since 2003.

Photo: The Les Grands range by Geldermann



4/4

Geldermann | Press contact: Marie Therese Heiser, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 819
Fax: + 49 (0)69 257 812 811
m.heiser@gourmet.connection.de

Münchener Straße 45
60329 Frankfurt
www.gourmet-connection.de



ROTKÄPPCHEN-MUMM



Press release

Eltville, February 2018

The success story continues

Mumm presents the fourth Art Edition with artist Daniel Egnéus

The art of high sales: from March 2018, Mumm will be shining the spotlight on the sparkling wine shelf with the fourth Art Edition. The three varieties Dry, Extra Dry and Rosé Dry vintage sparkling wine in a new vestment. The vibrant design of this year's Art Edition was created by the cosmopolitan and illustrator Daniel Egnéus. He interpreted the moment of serving with powerfully flowing gestures and succinct watercolours. The special edition is limited to three million bottles.

Distinguished by brilliance: 45% of all sparkling wine purchases are spontaneous.* With the Art Edition, Mumm brings strong inspiration to the shelf – with success. Over the past three years, the brand's campaign has resulted in a significant increase in sales during the promotional period. As a study shows, gourmet, premium purchasers are particularly attracted to limited editions. They also inspire them to give the bottles as gifts.* For the Art Edition 2018, illustrator Daniel Egnéus used brushes and paint to create a lively design complete with elegant colour interpretation for each of the three varieties. 'I wanted to get closer to the moment of pleasure and really capture its essence. The act of serving is something special for me, an instant that appeals to all the senses and seems so powerful,' explains the artist. Egnéus is at home in Europe and spends his time between several cities, including Prague, London, Berlin, Milan and Athens. His works are an expression of rich, colourful city life. They are clear and dynamic with a simultaneously dreamy air, revealing fascinating depth. His award-winning drawings and watercolours have illustrated numerous books and articles in the international press (Time Magazine, Marie Claire, Playboy, Süddeutsche Zeitung). He has also collaborated with renowned companies such as Audi, BMW and Häagen Dasz.

'The Mumm Art Edition is a huge success. Every year we look forward to this special staging and bold development,' states Cathrin Duppel, head of marketing at Rotkäppchen-Mumm Sektkellereien. 'At the end of April, we'll be taking the Mumm pop-up store to Germany's

1/3

Mumm | Press contact: Timo Ziegler, BOLD COMMUNICATION & MARKETING GMBH

Phone: +49 (0)30 2021 577 194
timo.ziegler@boldberlin.com

Torstraße 68
D-10119 Berlin
www.boldberlin.com



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capital city. In the Sony Center at the heart of the city's bustling Postdamer Platz, we'll be interacting with consumers to create an extraordinary experience that unites art and enjoyment.'

Visitors can expect to find a lot on offer. Alongside the Mumm bar with an extensive drinks menu, the store will be holding exclusive workshops to get involved in. Meanwhile, the Mumm photo box will be on hand to turn the visitors themselves into works of art. Simple photos will become unique watercolour portraits which can then be sent as postcards or shared digitally on social networks. During the campaign period, mobile showcases, promo scooters, numerous information screens and radio ads will attract attention to the temporary highlight.

Brilliance at the PoS: in addition to the eye-catching design, the Mumm Art Edition guarantees a high level of visibility in stores thanks to the extensive decoration package consisting of floor stickers, folding columns, elegant displays and high-quality outer boxes. Wide-reaching TV cut-ins, online adverts and dealer ads, flanked by effective PR measures and comprehensive social media activities, will cater for even more incentives.

Campaign period:	from March 2018, while stocks last
Package:	6 bottles per box / 114 bottles (mix/pure) per display
Contents:	0.75 litres
RRP:	EUR 5.99 (RP is at the discretion of dealer)

About Mumm

Mumm is the cosmopolitan, inspiring brand from the portfolio of Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut). This fresh and exquisite premium sparkling wine is made for life's moments of pure enjoyment. Carefully selected wines of the highest quality give Mumm sparkling wine its elegantly dry character and turn it into a flavourful experience – since 1922. Mumm is available in the four varieties Mumm Dry, Mumm Extra Dry and Mumm Rosé Dry and Mumm Dry Alcohol-Free. Since 2014, the sparkling wine brand has launched an annual Art Edition, with renowned artists such as Anja Kroencke, Alex Trochut and Kustaa Saksi.

About Daniel Egnéus

Born in 1972, Illustrator Daniel Egnéus has spent the last 20 years in European capitals such as Prague, London, Berlin, Bologna, Rome and Milan. His work is characterised by the col-

2/3

Mumm | Press contact: Timo Ziegler, BOLD COMMUNICATION & MARKETING GMBH

Phone: +49 (0)30 2021 577 194
timo.ziegler@boldberlin.com

Torstraße 68
D-10119 Berlin
www.boldberlin.com



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ourful hustle and bustle of city life, which is the source of inspiration for his expressive watercolours. Egnéus sees everyday life and art as an inseparable whole and interprets the urban lifestyle with bold colours and sweeping gestures. His works have received numerous awards, and the autodidact has also published several books and collaborated with renowned authors and companies (including Audi, BMW, Häagen Dasz, Pepsi, o2, the National Theater of Greece and the Greek National Opera).

LINKS

www.mumm-sekt.de

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

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

<http://danielegneus.com/>

<https://www.facebook.com/daniel.egneus>

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

* Rotkäppchen-Mumm shopper study sparkling wine 2016/17

Photo:



3/3

Mumm | Press contact: Timo Ziegler, BOLD COMMUNICATION & MARKETING GMBH

Phone: +49 (0)30 2021 577 194
timo.ziegler@boldberlin.com

Torstraße 68
D-10119 Berlin
www.boldberlin.com



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Press release

Eltville am Rhein, February 2018

Buckle up for additional sales

Jules Mumm launches a Fashion Edition with Marina Hoermanseder

A real eye-catcher on the shelf: together with fashion designer Marina Hoermanseder, the unconventional sparkling wine brand Jules Mumm presents the Fashion Edition 2018. For each of the four varieties, Hoermanseder has created an exciting vestment that envelops the bottles with matching buckles – their trademark. Even stars like Lady Gaga and Rihanna love her fashion and have often been seen wearing her creations. The pink brand ambassador Lama Jules is on fire, too. 'Buckle up – here comes the Jules Mumm Fashion Edition.' The limited-edition Jules Mumm Fashion Edition is available from June.

'I am thrilled with Jules Mumm and the opportunity of exclusive collaboration. And of course I couldn't resist the charm of the pink lama! Like my label, Jules Mumm stands for feminine elegance. At the same time, we are united by the courage to do things differently. For Jules Mumm, I reinterpreted my trademark of leather belts and buckles with metallic effects and a 3D look,' explains Marina Hoermanseder. The young designer created a unique colour concept for each of the four varieties, thus guaranteeing maximum attention in the POS.

'The first Jules Mumm Fashion Edition in 2016 was a huge success and we received extremely positive consumer feedback. There was therefore no doubt that we had to create a new Fashion Edition. With her breathtaking style and exuberant personality, Marina Hoermanseder was the perfect match for Jules Mumm,' states Cathrin Duppel, head of marketing at Rotkäppchen-Mumm.

A comprehensive marketing package consisting of stylish bottle designs, displays, covering boxes and attractive decorative packages ensures an eye-catching presence in stores. TV, print, online, social media, event and PR measures are also focussing on the Fashion Edition.

PROMOTION PERIOD: from June, while stocks last

CONTENTS: 0.75 litres

RRP: EUR 4.99

PRESS CONTACT

BOLD COMMUNICATION & MARKETING GMBH | TORSTRASSE 68 | 10119 BERLIN
ANTONIA MENS LIN | ANTONIA.MENSLIN@BOLDBERLIN.COM | +49 (0)30 20 21 577 199

PACKAGE: 6 bottles per box / 114 bottles, mix of three per display

LINKS: <http://www.julesmumm.de/>
<https://www.instagram.com/julesmummsekt/>
<https://www.facebook.com/julesmumm/>

ABOUT JULES MUMM

Jules Mumm is the unconventional sparkling wine from Rotkäppchen-Mumm Freyburg (Unstrut) that brings more excitement into everyday life. The trend and lifestyle brand's secret of success lies in its fruity, fresh flavour and stylish design. Jules Mumm is available in four flavours: Jules Mumm Dry, Jules Mumm Medium Dry, Jules Mumm Rosé Dry and Jules Mumm Fruity & Sweet.

ABOUT MARINA HOERMANSEDER

The Berlin-based fashion label Marina Hoermanseder was founded by the designer of the same name in 2013. Her designs represent a cool individualism that unites sophisticated craftsmanship with eccentric yet elegant designs. Progressive cuts and sharp contrasts – Marina Hoermanseder experiments with the beauty of the unconventional. With sleek silhouettes and subtle details like leather straps, shiny buckles, ruffling and rivets, she creates an interplay between avant-garde and ready-to-wear, passion and craftsmanship. The label has been an integral part of the Berlin Fashion Week since 2014.

PRESS CONTACT

BOLD COMMUNICATION & MARKETING GMBH | TORSTRASSE 68 | 10119 BERLIN
ANTONIA MENSLIN | ANTONIA.MENSLIN@BOLDBERLIN.COM | +49 (0)30 20 21 577 199

Press release

Freyburg (Unstrut), 7 February 2018

Expansion of the successful fruit Prosecco range **New: Rotkäppchen Fruchtsecco Alcohol-Free and the Fruit of the Year 2018 – Rotkäppchen Fruchtsecco Honey Melon**

The forecast is fruit. In Spring 2018, Germany's most successful sparkling wine brand Rotkäppchen is expanding its popular Fruchtsecco range to include new innovations and flavours. With two popular varieties in a non-alcoholic version and honey melon as Fruit of the Year 2018, the company is strengthening its presence on the German market.

Sparkling, fruity, fresh and promising: the newcomer in the Fruchtsecco family

The perfect solution for everyone who loves a sparkling, fruity flavour but has decided to forgo alcohol: **Rotkäppchen Fruchtsecco Pomegranate Alcohol-Free** and **Rotkäppchen Fruchtsecco Mango Alcohol-Free**. With the two new arrivals, the company has set its sights on a growth market – alcohol-free products are the fastest-growing segment in the German sparkling wine market and already represent almost every second bottle of Rotkäppchen purchased. To produce the new varieties, an extremely gentle dealcoholisation process is used that is one of a kind in Germany and preserves the characteristic aromas of Fruchtsecco. The result: two fruity, sparkling alcohol-free flavours without compromises and in the proven Rotkäppchen quality.

With the annual 'Fruit of the Year' concept, Rotkäppchen Fruchtsecco brings fresh, new inspiration to the German market and meets the increased demand for innovation and variety. After raspberry impressed customers last year, the Freyburg-based company has unveiled **Rotkäppchen Fruchtsecco Honey Melon** as the new, promising Fruit of the Year 2018. The golden yellow colour, coupled with the sparkling taste sensation of the popular Rotkäppchen cuvée united with the delicate flavour of ripe honey melon, makes the new Fruchtsecco the perfect summer drink.

Rotkäppchen | Press contact: Alexander Hein, Rasch PR-Manufaktur

Phone: +49 40 87 87 919-11
alexander.hein@pr-manufaktur.de

Rödingsmarkt 52
D-20459 Hamburg
www.pr-manufaktur.de



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Rotkäppchen Fruchtsecco: The retail success story continues

‘With the extension of our portfolio to include alcohol-free varieties and the continuation of the successful Fruit of the Year concept, we want to expand our position in the key market of sparkling wine mixed drinks even further,’ explains Cathrin Duppel, head of marketing at Rotkäppchen-Mumm Sektkellereien. ‘At the same time, we are consolidating Rotkäppchen brand loyalty within the target group.’

With this clear product range strategy and a strong POS presence from spring 2018, Rotkäppchen is writing the next chapter of the summery Fruchtsecco success story. Like the existing portfolio, the new, attractive varieties are also available in a ‘to go’ (0.2 litres) version.

New products

- Rotkäppchen Fruchtsecco Mango Alcohol-Free
- Rotkäppchen Fruchtsecco Pomegranate Alcohol-Free
- Rotkäppchen Fruchtsecco Honey Melon / Fruit of the Year 2018
- All available in 0.2- and 0.75-litre bottles

Promotion period

- From spring 2018
- Throughout Germany

From 18 to 20 March, Rotkäppchen will be unveiling its new Fruchtsecco portfolio at ProWein in Dusseldorf. Meet us in Hall 13, Booth A20.

About Rotkäppchen:

Rotkäppchen is a brand from the portfolio of Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut) and is the most successful sparkling wine brand in Germany. The traditional Rotkäppchen sparkling wine cellar has stood for the highest quality and exquisite sparkling wine pleasure since 1856. Top-quality sparkling wine and wines are produced based on deep-rooted experience and passion. The product portfolio comprises the diverse traditional range, the elegant bottle fermentation, the fruity wine blend Fruchtsecco, quality wines and the Rotkäppchen and Fruchtsecco alcohol-free varieties. Rotkäppchen is an open and down-to-earth brand for everyone and represents the special moments in the lives of many people. It contributes to making pleasant moments truly memorable occasions. www.rotkaeppchen.de

Rotkäppchen | Press contact: Alexander Hein, Rasch PR-Manufaktur

Phone: +49 40 87 87 919-11
alexander.hein@pr-manufaktur.de

Rödingsmarkt 52
D-20459 Hamburg
www.pr-manufaktur.de



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Press release

Eltville am Rhein, 8 February 2018

A colourful spritz for sales

SPRIZZERÒ set to conquer the German food retail sector

In a colourful and stylish new design, the sparkling canned drink SPRIZZERÒ is now also available for the food retail sector throughout Germany. The lifestyle drink from the traditional brand SPRIZZERÒ, which has been reinterpreted by Paolo De Martin, is being brought onto shelves by Rotkäppchen-Mumm Sektkellereien, and will be available in five different flavours, including the two new varieties Secco Bianco and Secco Rosato. With its slogan 'Make your life more colourful!' and the stylish design, SPRIZZERÒ not only brings some colour to the POS, but also adds a new, playful touch to the growing canned sparkling wine market and its communication.

The charismatic Italian brand SPRIZZERÒ – which has been renowned as a trendsetter in the German and Austrian on-trade channels – is expanding its offensive to conquer the German food retailing sector.

SPRIZZERÒ is the sparkling drink in a colourful and stylish 250 ml can – sparkling Italian wine, whether as Secco Bianco, Secco Rosato or with exotic fruity notes and flower extracts. The familiar flavours Sprizz Bitter Orange, Sprizz Hugo and Pink Grapefruit are joined by two newcomers: Secco Bianco and Secco Rosato. With 5.5% vol., the popular classics have been reinterpreted. The five varieties are a real sensory experience and offer diversity for every taste.

'Colours trigger true enthusiasm in the young, active and especially female target group. With the portfolio expansion and new design, we not only offer more variety in terms of flavour, but also regarding visual appeal, enabling us to meet the style demands of our target group even more,' states Cathrin Duppel, head of marketing at Rotkäppchen-Mumm Sektkellereien. Whether for a girls' night, pre-party drinks or a trip to the city, the sparkling drink in its stylish can fits perfectly with the lifestyle of the self-confident target group.

With its slogan 'Make your life more colourful!' SPRIZZERÒ inspires people to relax and enjoy the here and now. Whether in bright displays in stores, with a playful digital strategy or at

SPRIZZERÒ | Press contact: Alexander Hein, Rasch PR-Manufaktur

Phone: +49 40 87 87 919-11
alexander.hein@pr-manufaktur.de

Rödingsmarkt 52
D-20459 Hamburg
www.pr-manufaktur.de



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events, SPRIZZERÒ is guaranteed to bring a colourful, eye-catching presence and good moods wherever it goes. The product will be introduced to consumers through feel-good, fresh tastings and sampling campaigns.

Everything points to a successful launch on the retail market – the German sparkling wine market has been growing for years, doubling from 2012 to 2016. In 2017, an increase of ten percent was achieved.

Tradition meets modernity

SPRIZZERÒ looks back on a long tradition. The recipe for Sprizz Bitter Orange was developed by Edoardo De Martin in Cortina d'Ampezzo in 1934. In 2007, his grandson Paolo De Martin made the product his personal project. The fashion designer and restaurateur took the family's traditional sparkling drink and created an elegant designer can for it. With his vision of the unmistakable Italian lust for life and style, he successfully embodied the spirit of the times. SPRIZZERÒ has since journeyed over the Alps and is now a popular, on-trend drink everywhere from Cortina d'Ampezzo through the Austrian ski huts all the way to Germany.

Facts & Figures:

Delivery start: now

Format: 250 ml cans (without deposit)

Varieties:

Secco Bianco (new): A new interpretation of the mild, dry classic with 5.5% vol.

Secco Rosato (new): A new interpretation of the rosé-coloured classic with 5.5% vol.

Sprizz Bitter Orange: The original by grandfather Edoardo De Martin (1934): bitter-sweet orange and a refined blend of herbs

Sprizz Hugo: The must-have of the category with delicate notes of elderflower and mint

Pink Grapefruit: The pink trendsetter – sparkling pink grapefruit with a hint of hibiscus

RRP: €1.39 (sales prices are at the sole discretion of the retailer)

Additional information: www.sprizzero.com // www.facebook.com/Sprizzero

Would you like to get to know SPRIZZERÒ? Get a taste for it at the ProWein trade fair from 18 to 20 March 2018 in Dusseldorf. Meet us at Booth A20 in Hall 13. *Salute!* We look forward to seeing you!

SPRIZZERÒ | Press contact: Alexander Hein, Rasch PR-Manufaktur

Phone: +49 40 87 87 919-11
alexander.hein@pr-manufaktur.de

Rödingsmarkt 52
D-20459 Hamburg
www.pr-manufaktur.de



ROTKÄPPCHEN-MUMM



SPRIZZERÒ | Press contact: Alexander Hein, Rasch PR-Manufaktur

Phone: +49 40 87 87 919-11
alexander.hein@pr-manufaktur.de

Rödingsmarkt 52
D-20459 Hamburg
www.pr-manufaktur.de



ROTKÄPPCHEN-MUMM

Press release

Salem, 08.02.2018

Joint venture Markgräflisch Badisches Weinhaus launches its first Burgundy wine range with 1112

In September 2017, Rotkäppchen-Mumm and the company Baden, owner of the VDP Markgraf von Baden estate, united forces in the joint venture Markgräflisch Badisches Weinhaus. With Elfhundertzwölf, the company is now launching an elegant and expressive Burgundy range, which combines centuries of tradition with modern, regional viticulture. The Elfhundertzwölf portfolio – Pinot Gris, Pinot Noir and Blanc de Noirs – will be unveiled at ProWein and will be available from food retail stores from May 2018.

‘Our companies are united by uncompromising quality-focussed thinking, a passion for high-quality products, a long tradition and a future-oriented approach to business,’ explains Managing Director of Markgräflisch Badisches Weinhaus Michael Prinz von Baden regarding the newly founded joint venture. ‘The brand name Elfhundertzwölf comes from the long family tradition of the Markgraf von Baden winery. They were and continue to be pioneers of contemporary Baden culture,’ states Cathrin Duppel, head of marketing at Rotkäppchen-Mumm. As a result, the joint venture is not only backed by the expertise and network of one of the largest sparkling wine and wine producers in Germany, but also a winery whose history dates back to the year 1112.

A modern interpretation of Baden tradition

The fruity Pinot Gris impresses with balanced minerality, whilst the ruby Pinot Noir reveals sophisticated aromas of red fruits. The portfolio is complemented by a Blanc de Noirs with fine acidity and notes of pear and citrus. ‘With the Elfhundertzwölf range, three unique Burgundy wines have been created with great passion, and we are extremely proud of them,’ explains Volker Faust, vineyard director at the VDP Markgraf von Baden estate. ‘All three varieties are designed for discerning connoisseurs who like to enjoy fine wines with a nice meal or friends.’

Modern design and high-quality appearance

1/3

Elfhundertzwölf | Press contact: Miriam Walter, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 814
Fax: +49 (0)69 257 812 811
m.walter@gourmet-connection.de

Münchener Straße 45
D-60329 Frankfurt
www.gourmet-connection.de



**MARKGRÄFLICH
BADISCHES WEINHAUS**



The elegant bottle shape and intricate label are the perfect combination of craftsmanship and tradition. Individual colour concepts ensure clear variety recognition. The margravian castle is complemented by an artistic illustration of different coloured grapes. The slogan 'Wine for today. Tradition since 1112.' highlights the modern implementation of traditional winegrowing once again.

Tailored launch campaign

The launch of Elfhundertzwölf will be accompanied by numerous marketing measures in order to successfully position the brand in the premium segment from the very beginning. Eye-catching PoS promotions with tastings, high-quality exclusive displays and attention-grabbing shelf tools are planned in combination with tailored customer engagement measures. The wines will also be presented to trade and public press, as well as digitally.

All three wines will be available in 0.75 litres for €4.99 in food retail stores from May 2018. The retail price is determined at the retailer's sole discretion.

We kindly request that this information is only used for reports with reference to ProWein until 20 March 2018.

If you would like to get to know Elfhundertzwölf, you can find the products at Booth A20, Hall 13.

About Markgräflisch Badisches Weinhaus and Elfhundertzwölf:

Elfhundertzwölf is the first wine range from Markgräflisch Badisches Weinhaus, a joint venture between Rotkäppchen-Mumm and the company Baden, which owns the VDP Markgraf von Baden estate. Founded in September 2017, the joint venture unites the expertise and network of one of the largest sparkling wine and wine producers in Germany with a winery whose history dates back to the year 1112.

Newly launched in 2018, the Burgundy range Elfhundertzwölf presents the varieties Pinot Noir, Pinot Gris and Blanc de Noirs.

Photo:

2/3

Elfhundertzwölf | Press contact: Miriam Walter, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 814
Fax: +49 (0)69 257 812 811
m.walter@gourmet-connection.de

Münchener Straße 45
D-60329 Frankfurt
www.gourmet-connection.de



**MARKGRÄFLICH
BADISCHES WEINHAUS**

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ELFHUNDERT
ZWÖLF



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Elfhundertzwölf | Press contact: Miriam Walter, Gourmet Connection GmbH

Phone: +49 (0)69 257 812 814
Fax: +49 (0)69 257 812 811
m.walter@gourmet-connection.de

Münchener Straße 45
D-60329 Frankfurt
www.gourmet-connection.de



**MARKGRÄFLICH
BADISCHES WEINHAUS**