



ROTKÄPPCHEN-MUMM

Press release

Freyburg (Unstrut), 30.03.2021

Annual balance 2020

Rotkäppchen-Mumm continues as leader in the German sparkling wine and spirits market – wines on the road to success

Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut), announces a pleasing overall result with a total turnover of EUR 1.2 billion for 2020 (previous year: EUR 1.114 billion). Germany's market leader in sparkling wine recorded total sales of 330 million bottles (previous year: 310 million bottles).

Speaking from the company's headquarters in Freyburg (Unstrut) at the digital financial statement press conference, Rotkäppchen-Mumm CEO Christof Queisser stated, 'We were able to achieve a good result under the difficult circumstances of last year.' Lockdown-related losses in the gastronomy sector were offset by a shift of shopping behaviour to the food retail sector. In 2020, per-capita alcohol consumption decreased in Germany. Many large and small events were cancelled and restaurants and bars were closed for several months. However, German food and specialist retailers and online providers benefited from this.

National and international wines are recording clear growth rates in the entire branch. 'Throughout the last year, people have spent more time in their kitchens at home. This has led many to discover or delve deeper into the world of wine. The significant trend towards home cooking, accompanied by a glass of good wine, will continue in the future,' adds Christof Queisser.

Rotkäppchen-Mumm's **total turnover** in 2020 was EUR 1.2 billion (including sparkling wine and alcohol tax, without VAT), divided between three categories:

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- **Sparkling wine and similar:** EUR 594 million (previous year: EUR 584 million)
- **Wine:** EUR 228 million (previous year: EUR 183 million)
- **Spirits:** EUR 378 million (previous year: EUR 347 million)

Total sales amounted to 330 million bottles in 2020. The **market share** was 50 per cent of the German sparkling wine market, 8 per cent of the spirits market and 4 per cent of the wine market in 2020. The **number of employees** in 2020 was 997, including 41 trainees. **Investments** of EUR 17.1 million were made in locations in Germany, Italy and Austria.

Rotkäppchen-Mumm Sektkellereien GmbH 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

Eltville am Rhein, Hesse, Germany

Hochheim am Main, Hesse, Germany

Nordhausen am Harz, Thuringia, Germany

Breisach am Rhein, Baden-Württemberg, Germany

Bremen, Bremen, Germany

Valdobbiadene, Veneto, Italy

Vienna, Vienna, Austria



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About Rotkäppchen-Mumm:

Based in Freyburg (Unstrut), the family-run company Rotkäppchen-Mumm is one of the world's leading producers of sparkling wine, wine and spirits, and boasts more than 190 years of experience in the sector. With 997 employees, the company recorded total sales of 330 million bottles and a revenue of over one billion euros in 2020. The leader in the German sparkling wine and spirits market offers strong and successful brands which make sophisticated pleasure attainable for many, both at home and abroad. Rotkäppchen-Mumm is also present in the premium segment with Geldermann sparkling wine and Ruggeri DOCG Prosecco.

www.rotkaeppchen-mumm.de