

PRESS RELEASE

Schloss Wachenheim presents an innovation on the sparkling wine shelf

Experience sparkling enjoyment with ESPRIT

Düsseldorf / Trier, 16 March 2018. When passion creates something new: with ESPRIT, an eye-catching product will be conquering the shelves in food retail. It's a tangy apple sparkling wine made of 100% apple that impresses with its exceptional quality and fruity lightness. 'There are two things that German consumers find almost impossible to resist: the fresh taste of an apple and a bubbling glass of sparkling wine,' explains Oliver Gloden, Chairman of the Management Board, adding: 'In combination with our expertise in the production of sparkling wines, we have created a product that will drive sales potential in the sparkling wine shelf and, above all, will appeal to sophisticated female sparkling wine drinkers. We are sure that ESPRIT will offer retailers a highly attractive product that is truly unique in the German food retail market. Our market research indicates, among other things, a strong, spontaneous willingness to buy of 82% in the focus target group.'



100% apple as a real alternative to sparkling wine

ESPRIT is a high-quality alternative to sparkling wine, although the brand relies on familiar taste profiles. As is standard when making sparkling wines, a second fermentation is necessary to produce this speciality, which is based on carefully selected apple wines. The artistry is in the refinement in order to acquire the perfect balance between sweetness and acidity, tartness and mildness. ESPRIT impresses with its exceptional flavour profile with an elegant

apple bouquet, which the oenology team at Schloss Wachenheim achieved by using the natural fruit sweetness. Thanks to the careful second fermentation, the wine has a fine perlage – a low alcohol content of 9% rounds off this sparkling speciality. The look also underlines its premium quality: the first apple sparkling wine from Schloss Wachenheim features a beautiful, golden colour. The packaging will be sure to draw all eyes to the sparkling wine shelf with its shimmering sleeve in the same shade.

Great sales potential for retailers

With the innovative new product ESPRIT on the sparkling wine shelf, the food retail business will attract the attention of the ‘new premium consumer’. According to a recent study, these consumers are primarily women aged over 55, who are affluent and quality-conscious.¹ This is a growing target group, which Schloss Wachenheim is serving with the new ESPRIT apple sparkling wine. A concept and tasting test among women aged between 40 and 65 showed that this sparkling speciality will be well received by consumers: the respondents confirmed the appealing design (75%) and the pleasant taste (83%) of ESPRIT. 82% of participants declared their willingness to buy, with 89% showing interest in trying ESPRIT due to the attractive packaging alone. Schloss Wachenheim will draw on the great interest in tastings and bolster the market launch with an eye-catching presentation with tastings at the POS. ESPRIT is the fruity, sparkling alternative for informal, easy-going enjoyment: whether it’s as an aperitif with friends, at a summer garden party or as an appreciative gift.

ESPRIT apple sparkling wine – surprisingly different, seductively good.

Product data – ESPRIT apple sparkling wine	
Pack	0.75 l glass bottle
RRP	€4.99

Find Schloss Wachenheim AG at ProWein 2018 in hall 13 / stand D32.

About Schloss Wachenheim AG:

Schloss Wachenheim AG is a company that unites both tradition and modernity. As one of the most important producers of sparkling and semi-sparkling wines and other alcoholic as well as non-alcoholic drinks in Europe, Schloss Wachenheim AG has a wide product range of national and international brands. The Group has its own operations in Germany, France and Eastern Europe.

www.schloss-wachenheim.com

1 Source: Institut für Trend- und Zukunftsforschung, Heidelberg, Germany.

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