

PRESS RELEASE

Schloss Wachenheim AG at ProWein 2019

Exciting moments of indulgence with Schloss Wachenheim at this years ProWein

- **LIGHT live Premium: new category for sophisticated alcohol-free enjoyment with grape varieties / dry**
- **EMPIRE: trendy ready-to-drink Gin & Tonic**
- **ESPRIT: fruity tangy apple sparkling wine made from 100 % apple***
- **AZZURRO Vino Spumante: Italian moments for the export market**

Düsseldorf / Trier in March 2019. At this year's ProWein in Düsseldorf Schloss Wachenheim will surprise the industry experts with two novelties: the LIGHT live range sees the addition of a new premium category and the EMPIRE, a trendy new ready-to-drink Gin & Tonic that offers fuss-free enjoyment for any occasion.

LIGHT live Premium: the next level in indulgence

The addition of LIGHT live Chardonnay Dry and LIGHT live Merlot Rosé Dry to the premium category of the LIGHT live brand combines two trends in the food retail industry; namely alcohol-free enjoyment and premiumisation. Schloss Wachenheim selected two of the TOP5 German grape varieties¹ Chardonnay and Merlot and dedicated its expertise to developing alcohol-free premium alternatives Chardonnay Dry and Merlot Rosé Dry. Oliver Gloden, spokesman of the board of Schloss Wachenheim AG: "As the market leader² we are raising the bar. LIGHT live Premium makes an ideal addition to the popular and

long-established LIGHT live categories alcohol-free sparklings, cocktails and still wines.”

Thanks to the gentle process of dealcoholising the carefully selected base wines, the grape variety typicity is preserved in the production process. The characteristic grape variety aromas make both new arrivals to the LIGHT live range an exquisite taste experience. The pale yellow full-bodied LIGHT live Chardonnay Dry wows with typical nuance-rich Chardonnay aromas and a delicate citrus fruit bouquet, while the smooth and elegant Merlot Rosé has a delicately fruity soft taste that is characteristic for Merlots and red berry notes such as currants and cherries.

The high quality of the content is reflected in the bottle design too; the green satin-finished bottle and matte metallic effect with shiny label accents emphasize the wine’s premium character with sophistication. The satin finish has now established itself on the market as a distinguishing feature for alcohol-free sparkling wines. In the product design phase, great importance was placed on creating a consistent brand appearance to make it easy for consumers to pick out the extensive LIGHT live range on the shelf. Another important qualitative point of reference for consumers in addition to the grape variety is the flavour detail “dry”. An added bonus is that LIGHT live Premium has considerably less calories than alcoholic sparklings; indulgence without regret!

EMPIRE: perfectly mixed Gin & Tonic ready-to-drink

EMPIRE Gin & Tonic is the ideal choice for when you want to enjoy your favourite drink from the bar ready-mixed and with minimal effort; at a barbecue or at home with friends for example. Choose from the classic Gin & Tonic option EMPIRE Blue or fresh hibiscus blossom flavoured EMPIRE Pink.

When it comes to production, EMPIRE ties in seamlessly with the LIGHT live success story. This gin is based on high-quality wine distillate produced by Schloss Wachenheim as part of the base wines dealcoholisation process for alcohol-free products like LIGHT live. The wine distillate is refined into gin with its typical juniper taste and the addition of fine coriander notes. EMPIRE Blue makes for the perfect ready-to-drink alternative in harmonious composition with the slight hint of cucumber in the tonic. EMPIRE Pink wows with its hibiscus blossom flavour and trendy pink hue. Both varieties achieve the perfect mixing ratio with an alcoholic content of 10.5 % - available in a 0.75 l bottle for the first time.

The high-end design picks up on the premium design trends of well-known gin brands, ensuring EMPIRE leaps out at customers from the shelf. But the biggest advantages of the ready-to-drink Gin & Tonic are its taste and reasonable price: EUR 4.99 (RRP) for the 0.75 l glass bottle in classic blue or modern pink.

ESPRIT: fruity apple sparkling wine made from 100 % apple*

Launched at ProWein back in 2018, fruity ESPRIT apple sparkling wine has really taken off and is set to feature heavily on Schloss Wachenheim's agenda again in 2019. This high-quality 100% apple* alternative to sparkling wine is a hit with sophisticated sparkling wine drinkers thanks to its quality. As in sparkling wine production, a second fermentation is required to create the sparkling exquisiteness. Selected apple wines are used as a basis for ESPRIT. The art is primarily in the subsequent refinement, and the fine balance of sweetness and acidity as well as acidity and mellowness achieved in the process. An alcoholic content of 9% rounds off this sparkling beverage. Indicative of its premium quality, Schloss Wachenheim's first apple sparkling wine has

an elegant golden colour. The packaging features a matching shimmering sleeve: a real distinguishing feature on the sparkling wine shelf. “There are two things German consumers cannot resist. The fresh taste of apple and a glass of sparkling wine”, says Oliver Gloden, adding that, “in ESPRIT we have used our expertise in sparkling wine production to create a product even the most demanding sparkling wine drinkers will love.”

Italian moments with AZZURRO Vino Spumante

Schloss Wachenheim is launching AZZURRO Vino Spumante white and rosé in response to the growing demand for Italian sparkling wine on the international market. A sparkling Vino Spumante based on selected Italian 100 % cold-fermented wines that embodies the authentic Mediterranean lifestyle in its appearance alone.

** in accordance with the law*

¹ Source: Statista, Preferred wine and grape varieties in Germany in 2018

² In the segment ‘Alcohol-free sparkling wines and cocktails’ as well as ‘Alcohol-free wines’ Source: IRI, Nielsen: German food retail 2018

Come and visit Schloss Wachenheim AG at ProWein 2019, Hall 13, Stand D32.

About Schloss Wachenheim AG:

Schloss Wachenheim AG is one of Europe's leading manufacturers and distributors of sparkling wine and semi-sparkling wine and is active in several European countries with its own companies.

Its product portfolio covers a wide range of traditional and innovative products. In addition to sparkling wine and semi-sparkling wine, key products include dealcoholised sparkling wines and wines, but also vermouth, cider, spirits, wine-based drinks, children's party drinks and, of course, high-quality sparkling wines and quality wines. The group's products are distributed to approximately 80 countries.

Major brands sold include Charles Volner and Muscador in France, Faber, LIGHT live and Robby Bubble in Germany, Cin&Cin, Fresco and Cydr Lubelski in Poland and Zarea Milcov in Romania.

www.schloss-wachenheim.com

For more information:

Engel & Zimmermann AG
Katja Schwengler
Am Schlosspark 15, 82131 Gauting
Tel: 0 89 / 89 35 63-557, Fax: 0 89 / 89 39 84 29
E-Mail: k.schwengler@engel-zimmermann.de