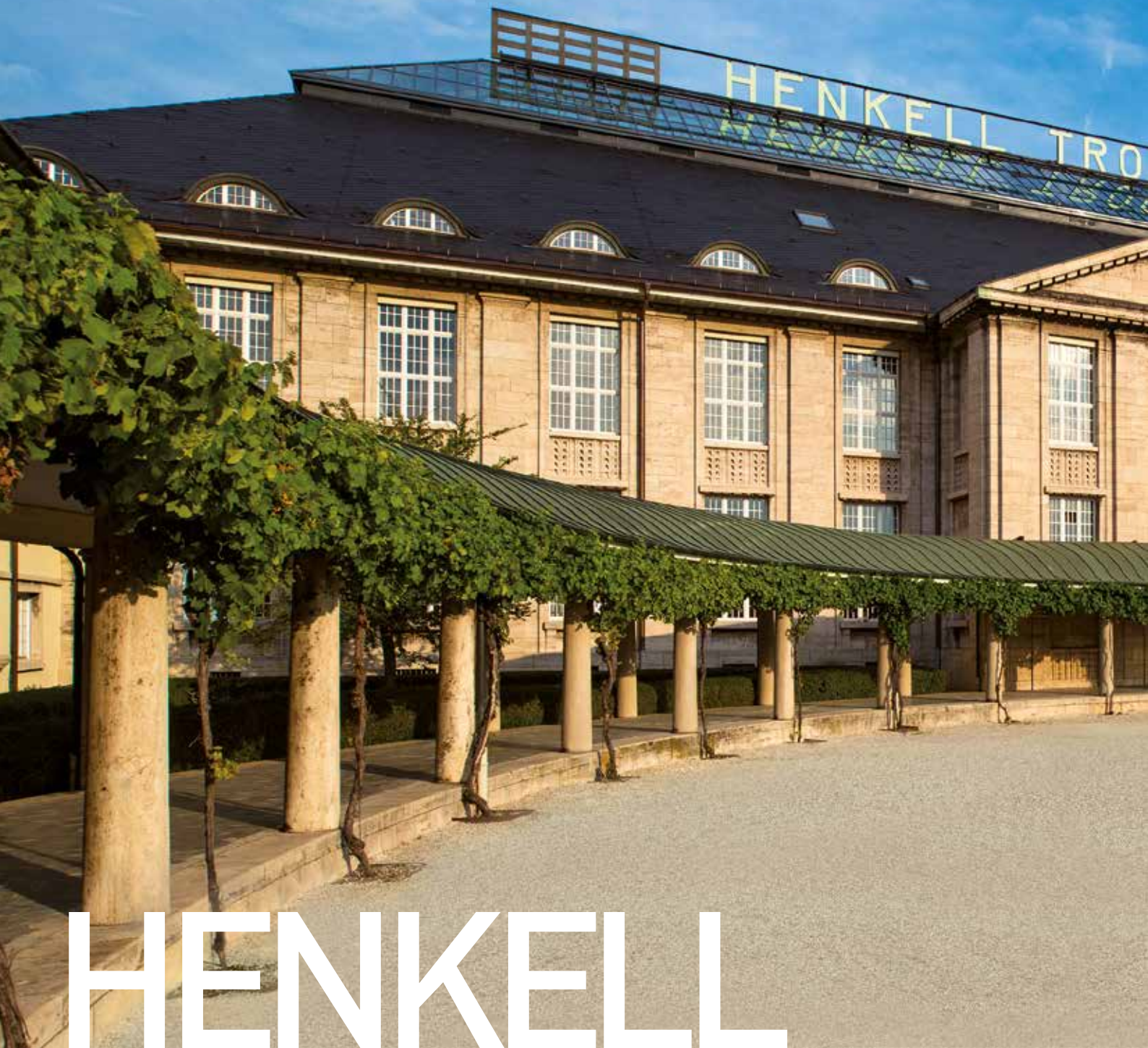


FOR WORLD WIDE PARTNERS



MAKING **LIFE**
SPARKLE SINCE 1856





**CRAFTED IN WIESBADEN.
AT HOME AROUND THE WORLD**

Henkell has made German sparkling wine culture internationally famous. Henkell Trocken's global profile is no accident, for its very origins are international.

After learning the art of Champagne production in France, wine merchant Adam Henkell from the city of Mainz opened his own sparkling wine factory in 1856, uniting the best of

two worlds: French wine culture and German craftsmanship. The Henkell Trocken tour de force then began in 1898 under the direction of Adam's son Otto, as Henkell became one of the first officially registered German brand names. Superior and stylish advertising campaigns soon made Henkell Trocken synonymous with premium dry sparkling wine over a wide period of

time. By 1910 Henkell was already the market leader in Germany.

The next coup came in 1935, when Henkell developed the 200 ml bottle trademarked „Piccolo“. After the Second World War, Henkell and especially „Piccolo“ became an integral part of the German economic miracle, and now the sparkling wine mar-

ket is simply unimaginable without them. Henkell embodies contemporary enjoyment and rich tradition at the same time. The bottle design is stylish and modern, but the quality inside is historic. Then as now, the very best base wines are used to achieve a one-of-a-kind taste through master craftsmanship.

CKEN



A STORY OF
SUCCESS SINCE 1856



HENKELL TROCKEN

THE EXPORT BESTSELLER FROM THE WORLD'S BIGGEST SPARKLING WINE MARKET

A bit of glamour comes naturally to this international star known for its appeal and character: Henkell – a brand name known in more than 100 countries, and one that stands for dry perfection and the best of German sparkling wine culture.

A timelessly elegant sparkling wine for festive occasions, Henkell is an ambassador of refined living and an ideal companion during life's most wonderful moments. A brand that feels at home in the spotlight, but is equally ideal for a

spontaneous treat in an intimate setting.

Producing a great brand of sparkling wine is an art in its own right. The key is using the right cuvée so as to craft a new each time the characteristic taste of the brand. Henkell winemakers are consummate masters of this art, whose skill guarantees sparkling wine lovers around the world enjoyment of the genuine and inimitable Henkell taste everytime. The art of making sparkling wine begins with the selection of the

base wines. The composition is crucial for ensuring a final product of consistently high quality. Henkell the latest in winery technology is used to conjure up a sparkling symphony of taste from selected base wines of classic grape varieties – for life's most special moments. The result is a dry sparkling wine par excellence: Henkell Trocken.



200 ml



375 ml



750 ml



HENKELL RANGE

DIFFERENT GRAPES – SAME QUALITY IN TASTE



HENKELL TROCKEN

This dry, fully matured sparkling wine owes its elegant character to an inimitable cuvée of excellent wines from classic grape varieties. In the glass Henkell Trocken sparkles brilliantly with a fine and long lasting mousseux. This finely balanced and harmonic composition forms is a very appealing taste experience.

Dosage: 22 g/l



HENKELL BRUT VINTAGE

Experience an assemblage of first class wines in an excellent cuvée. Pure joie de vivre and this special feeling of elegance and freshness was formed from select grapes of renowned and traditional wine growing areas to create this fruity-tingling premium sparkling wine. Diligently prepared, tenderly crushed, and gently fermented at low temperature to preserve the full wealth of taste. This great sparkling wine was developed in a laborious procedure offering fine aromas, noble fine-beaded mousseux and great potential.

Dosage: 12 g/l

HENKELL ROSÉ

Finely-beaded Henkell Rosé is a refreshing and elegant sparkling wine of high quality wines. Its delicate, fine and fruity taste is a great enjoyment for those who prefer a dry international style when it comes to rosé sparkling wines.

Dosage: 24 g/l



HENKELL BLANC DES BLANCS

Experience pure joie de vivre and that special feeling of elegance and freshness with this fruity-tingling premium cuvée, created from white grapes of renowned and traditional wine growing areas. Diligently prepared, tenderly crushed and gently fermented at low temperature to preserve the full wealth of taste. After fine maturation a select premium cuvée was created. This great sparkling wine was developed in a laborious procedure offering fine aromas, noble fine-beaded mousseux and great potential.

Dosage: 28 g/l



HENKELL RANGE

DIFFERENT GRAPES – SAME QUALITY IN TASTE

HENKELL MEDIUM DRY

This medium dry, fully matured sparkling wine owes its elegant character to an inimitable cuvée of excellent wines from classic grape varieties. In the glass Henkell Medium Dry sparkles brilliantly with a fine and long lasting mousseux. The finely balanced and harmonic composition forms Henkell Medium Dry into a round and altogether fruity taste experience.

Dosage: 34 g/l

HENKELL KARDINAL

Deep red in the glass, Henkell Cardinal's color is an indication of the elegance of splendid red berries and the characteristically rich bouquet that awaits the taster. Classic, bubbly pleasure and a lively cuvée with a full-bodied, fresh taste appeal to connoisseurs of sparkling wine who find pleasure in velvety red, finely effervescent sparkling specialties.

Dosage: 32 g/l



HENKELL PICCOLO

THE BRAND FAMILY'S GRANDCHILD

When the smallest bottle of Henkell Trocken – the Piccolo – was launched in the mid-thirties, the event was celebrated and personified by a trainee waiter named Mr. Pikkolo.

Until 1925, the “quarter-litres” had to be re-filled from regu-

lar-sized bottles. With the introduction of new filling devices, Henkell sparkling wine made its way straight into the small bottle. The new Piccolo held two glasses of Henkell Trocken and in terms of appearance was a miniature version of the well-known 750 ml. The small Piccolo bottle

was welcomed by those who wanted to celebrate while economizing at the same time. The love of champagne in spite of small budgets brought about a Piccolo boom during the fifties and sixties.



3 x 200 ml Henkell Trocken



3 x 200 ml Henkell Rosé



200 ml Henkell Trocken Giftpack



5x 200 ml Henkell Trocken Giftpack

BRAND PROMOTION

CHANNELS OF COMMUNICATION



TV-SPOT

HENKELL PRESENTS ITSELF AS ENTICINGLY SENSUAL CHOICE

Henkell, the most exported German sparkling wine brand, today presents itself in an excitingly fresh style. The TV spot showcases sparkling wine as a sensual catalyst – for a charming amorous play between a trio of women and a man. The ending of the adventure remains uncertain, which stimulates the viewer's imagination and is part of the spot's appeal. Henkell is a

synonym for German Sekt and stands for sophisticated, modern joie de vivre. This is tingly underlined in the TV commercial. And with the international claim: "HENKELL. MAKING LIFE SPARKLE SINCE 1856."

The commercial was shot in the Marble Hall at our headquarters in Wiesbaden, with its very special atmo-

sphere. It was directed by the French producer and author Sebastien Grosset.



You can watch the spot by scanning the QR-code or on youtube



MAKING LIFE SPARKLE SINCE 1856.

BRAND PROMOTION

ADVERTISEMENTS & POS MATERIAL





Bottle Stopper



Henkell Tray



Henkell Trocken & Rosé Roll-Ups
200 x 80 cm



120 cm

Henkell Trocken & Rosé Display-Bottles



Henkell Flute



Henkell Ice Bucket



FINE SPARKLING WINE ENJOYMENT AROUND THE



HENKELL WORLD CUP LIMITED EDITION

Summer 2014 the dream of a fourth World Cup championship title finally became a dream come true for the German nation! A special World Cup Victory edition, consisting of 2,014 bottles of Henkell Trocken bearing the winning years and stars on the red Henkell ribbon on the bottleneck.





THE WORLD

Henkell, Germany's most exported brand of sparkling wine, thrills consumers in more than 100 different countries. In all these countries spread on all continents of this world, Henkell is a glamorous ambassador of refined living.

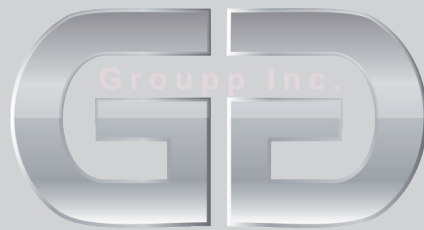


MAKING LIFE
SPARKLE SINCE 1856



HENKELL & CO. SEKTKELLEREI KG

Biebricher Allee 142 · 65187 Wiesbaden/Germany · Phone +49 (0) 611 63-0
www.Henkell.com



GG Group Inc.

Falkweg 51-53 | 81243 Munich - Germany
P. + 49 (0) 89 820 40 90 | + 49 (0) 89 820 40 920
WWW.GG-GROUP.NET

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