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Pommery enters exclusive talks with Henkell on a majority stake deal

A transaction could unite Champagne, Cava, Prosecco and Crémant brands in a major sparkling wine consolidation move.

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Maison Pommery & Associés has entered exclusive talks with Henkell International on a deal that could create one of the world’s largest sparkling wine groups, according to an announcement released by the French company.

The discussions give Henkell International, the German sparkling wine producer, a proposed path to become the majority shareholder of Maison Pommery & Associés. The exclusivity period is set for two months. The companies said the talks are still subject to due diligence, agreement on contract terms and, where required, regulatory approvals and consultations. They also said there is no guarantee the negotiations will lead to a completed transaction.

If completed, the deal would bring together two family-controlled groups with broad positions across major sparkling wine categories and markets. Maison Pommery & Associés owns several Champagne labels, including Champagnes Vranken, Pommery & Greno, Pompadour, Charles Lafitte and Bissinger & Co. Henkell International owns Champagne Alfred Gratien and also controls brands tied to several of Europe’s main sparkling wine segments, including Germany’s Henkell, Spain’s Freixenet in Cava, Italy’s Mionetto in Prosecco and France’s Gratien Meyer in Crémant. Its portfolio also includes the German winery Schloss Johannisberg.

The proposed partnership comes at a time when consolidation remains a clear trend in the wine business. Producers have increasingly looked to mergers and acquisitions to secure larger volumes, spread costs and strengthen international distribution as demand shifts across categories and markets. Sparkling wine has been one of the most active areas for cross-border expansion because it combines strong brand value with broad consumer recognition in export markets.

Maison Pommery & Associés said it has created a special committee within its board to oversee the negotiations. The company also postponed its general meeting to approve its 2025 financial statements until after June 30. The meeting had originally been scheduled for June 4.

The French group reported 2025 revenue of €293.2 million, down 3.6% from the prior year. Net profit rose to €31.9 million, helped by the sale of its stake in Heidsieck & Co Monopole to Lanson-BCC. The company said that disposal supported earnings even as

top-line sales declined.

Henkell International reported net revenue of €1.25 billion for its latest financial year, up 0.5% from 2024. The company said its strongest performances came from Prosecco, Crémant, aperitifs and alcohol-free products, categories that have drawn growing consumer interest in Europe and other international markets.

The scale and geographic spread of the two portfolios help explain the strategic logic behind the talks. Pommery brings established Champagne houses and vineyard assets linked to premium French sparkling wine. Henkell adds a wider mass-market and premium presence across multiple countries and styles, from Cava to Prosecco and Crémant, along with a large commercial network.

Maison Pommery & Associés traces its roots to the business built by Paul-François Vranken. The group says it has 2,600 hectares of land across four vineyard areas in Champagne, Provence, Camargue and the Douro. That footprint gives it exposure not only to Champagne but also to other wine-producing regions that can support broader production and sourcing strategies.

For Henkell International, a majority stake in Pommery would deepen its position in Champagne, one of the most prestigious and tightly defined segments in global wine. For Pommery, aligning with Henkell could provide greater international reach and stronger access to distribution channels already established across Europe and beyond.

The companies have not disclosed financial terms for any potential transaction. No timetable has been announced beyond the two-month exclusivity window now in place for negotiations.