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Freixenet enters the aperitif market with Solare

The new citrus-forward drink targets Spain’s tardeo ritual as Freixenet seeks summer spritz demand beyond Cava.

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Freixenet has introduced Freixenet Solare, a new Mediterranean-style aperitif made with Spanish citrus and botanical ingredients, marking the company’s first move into the aperitif category as it looks to tap growing demand for pre-dinner drinks and spritz-

style serves during the summer season.

The new product was presented as a fresh and social option tied to the late-afternoon drinking occasion known in Spain as tardeo, a ritual centered on casual gatherings, terraces and outdoor drinks before dinner. According to information released by the company, Freixenet Solare blends lemon and clementine notes with herbal hints of rosemary and thyme and a bitter edge designed for aperitif consumption.

The launch places Freixenet, long associated with Cava, in a segment that has expanded in visibility as spritz cocktails have become a staple of warm-weather drinking across Europe and other markets. The company said the product was developed specifically to serve as the base for the Freixenet Solare Spritz, its own Mediterranean take on the cocktail.

The recommended recipe calls for three parts Freixenet Cava, two parts Freixenet Solare and one part soda, served over ice with a slice of lemon. The company describes the drink as light and fresh, aimed at outdoor occasions such as informal gatherings and summer sunsets.

Freixenet said the concept behind Solare draws on Mediterranean light, citrus flavors and botanical aromas, positioning the drink within a broader lifestyle strategy linked to shared social moments, music and seasonal consumption. The product is being marketed under the slogan “Taste the Sun.”

The release is also supported by an advertising campaign featuring Laura Escanes, the Spanish content creator and media personality. The campaign was built around speculation about her supposed musical debut and ends with a video clip introducing the brand’s visual universe through “Nel blu dipinto di blu,” widely known as “Volare,” the song written by Domenico Modugno and Franco Migliacci.

That campaign ties the new aperitif to images of summer leisure, social drinking and terrace culture, themes that have become central to beverage marketing in southern Europe. For Freixenet, the move broadens its portfolio beyond sparkling wine at a time when producers are increasingly seeking growth through adjacent categories that can extend consumption occasions beyond formal celebrations.

Freixenet Solare is now available at selected retail outlets, according to the company. No pricing details or wider distribution plans were disclosed in the announcement.