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Freixenet Moves Under Total German Ownership Ending More Than a Century of Spanish Family Ownership

Acquisition follows workforce cuts and drought challenges, positioning Henkell as a dominant force in global sparkling wine markets

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Andreas Brokemper, CEO of Henkell

The German company Henkell & Co. Group has acquired full ownership of Freixenet, Spain’s leading cava producer, after purchasing the remaining shares from the founding Ferrer and Bonet families. This transaction marks the end of more than a century of family ownership for the Catalan company, which was founded in 1861 and produced its first bottle of sparkling wine in 1914.

Henkell, a subsidiary of the Oetker Group specializing in sparkling wines, liqueurs, and wines, first entered Freixenet’s capital in 2018 by acquiring a 50.67% stake for €220 million. This valued Freixenet at approximately €440 million at the time. The remaining shares were held by the Ferrer family (42%) and José Luis Bonet (7.25%), who have now sold their stakes to Henkell. The details of the latest transaction remain confidential.

With this acquisition, Henkell becomes the sole owner of Freixenet, consolidating its position as a major player in the global sparkling wine market. The company’s portfolio already includes brands such as Mionetto and Trocken. Freixenet remains the most significant brand within Henkell’s group, leading the cava market in over 100 countries.

Pedro Ferrer and José Luis Bonet, representing the last generation of Freixenet’s founding families, will continue their association with the company as honorary presidents. They will represent Freixenet at certain institutions but will no longer be involved in daily management. Pedro Ferrer expressed confidence that Henkell would preserve the family legacy while expanding Freixenet’s international reach.

Freixenet has faced several challenges in recent years, including severe droughts that affected grape production in the Penedès region between 2022 and 2024. In response to reduced harvests, the company implemented workforce reductions, including a layoff affecting 21% of its staff—154 employees—in 2025. The restructuring was attributed to ongoing water shortages and declining yields.

Despite these difficulties, Freixenet reported steady sales growth. In 2024, the company recorded revenues of €1.25 billion, a 1.5% increase from the previous year. Henkell’s CEO Andreas Brokemper highlighted that the partnership with Freixenet had strengthened both companies’ positions in international markets and opened new opportunities for expansion into Asia and South America.

The Ferrer family plans to continue its involvement in Spain’s wine industry through increased investment in Ferrer Wines, their separate group of wineries. Meanwhile, Henkell has stated its commitment to maintaining Freixenet’s tradition and quality while accelerating its development as a global brand.

The acquisition signals a significant shift for one of Catalonia’s most iconic family businesses, ending more than a hundred years of local ownership and marking a new era under German control. The move is expected to further consolidate Henkell’s influence in the international sparkling wine sector while preserving Freixenet’s heritage and market leadership.