

# BOTTEGA NEWS

**B**  
**BOTTEGA**  
SpA  
Family Vintners & Master Distillers





## **BOTTEGA AWARDS IN CANADA**

During the Canadian competition "Intervin", three Bottega sparklings at LCBO (monopoly for Ontario, Canada,) were awarded the following medals: Gold & Best Value for Il Vino dell'Amore Petalo Moscato, Silver & Best Value for Il Vino dei Poeti Rosé, Bronze & Best Value for Il Vino dei Poeti Prosecco Doc. Among the 1,300 wines applying for Intervin awards, just 48 labels obtained the gold medal. Among those, only our "Vino dell'Amore" Petalo Moscato and two other wines were listed in the "Best Value" category (for products under 15 Canadian dollars).

## **BOTTEGA STARDUST: AWARD IN HONG KONG**

Bottega Stardust was awarded a Silver medal at Wine Luxe International Awards in Hong Kong. This new competition, in its first year, is organized by Wine Luxe magazine.

## **MERANO WINE FESTIVAL: AWARDS TO BOTTEGA GRAPPA**

At Merano Wine Festival, our distillates were awarded excellent acknowledgements: two Platinum medals (+95 points) for Grappa Riserva Privata Barricata and Primo Assaggio Barrique; a Gold medal (90-94.99 points) for Grappa Alexander Exquisite. Merano Culinaria Awards 2016 were conferred by Helmuth Köcher, president and founder of Merano Wine Festival, under the aegis of The Wine Hunter.

## **SILVER MEDAL AT DECANTER WORLD WINE AWARDS**

Our Brunello di Montalcino Prêt-à-Porter (year 2010) was awarded a silver medal at Decanter World Wine Awards, a prestigious competition organized in England by the publishing group Decanter.

## **HKIWSC: TWO SILVER MEDALS IN HONG KONG**

Hong Kong International Wine and Spirit Competition awarded two silver medals to Bottega Rose Gold and Il Vino dei Poeti Valdobbiadene Prosecco Superiore Docg. The event is the Asian version of the prestigious IWSC competition, organized every year by The International Wine and Spirit Competition with the airline Cathay Pacific.

## **HONG KONG: THREE MEDALS TO BOTTEGA WINES**

In Asia, Bottega wines obtained plenty of medals during CWSA - China Wine & Spirits Awards 2016, held in Hong Kong: two golden medals for Vino degli Dei Amarone della Valpolicella Docg and Bottega White Gold, and a bronze medal for Bottega Rose Gold.

## **IWC: BRONZE MEDAL TO BOTTEGA GOLD**

Bottega Gold was awarded a bronze medal during the international prize IWC (International Wine Challenge). The competition, organized in the UK by William Reed from Business Media, is already in its 33rd year.

## **PACKAGING AWARD TO JEROBOAM GRAPPA SANDRO BOTTEGA**

Our supplier Topazzini Spa won the first prize at the European competition FTA EUROPE Diamond Awards 2016 for the cardboard box of Jeroboam Grappa Sandro Bottega Fumé. The award ceremony was held in Düsseldorf on June 2nd, 2016.

## **MERANO CULINARIA AWARD**

Primo Assaggio Barrique has obtained the certificate of excellence Merano Culinaria Awards 2016. This prestigious award was conferred by Helmuth Köcher, president and founder of Merano Wine Festival, under the aegis of The Wine Hunter.

## **GILBERT & GAILLARD TASTINGS**

The French guide Gilbert & Gaillard performed a blind-tasting with an appointed committee. Our wines received the following rankings: Bottega Gold, 86/100; Ripasso Valpolicella Superiore Doc, 89/100; Il Vino degli Dei Amarone Docg 2012, 92/100 (Gold Medal); Brunello Montalcino Docg 2011, 92/100 (Gold Medal).

## **DECANTER MAGAZINE: RIPASSO RATING**

The English magazine Decanter marked our Ripasso Bottega as "Recommended".

## **THREE MEDALS AT ALAMBICCO D'ORO COMPETITION**

Our company was awarded two golds and one silver at Alambicco d'Oro Competition, organized by Anag (National Association for Grappa and Eau de Vie). Grappa Riserva Privata Barricata and Grappa Alexander Moscato obtained a Gold medal, while Grappa Maestri obtained a Silver medal.

## **IWSC: BRONZE MEDAL**

Bottega Stardust was awarded a bronze medal during International Wine and Spirit Competition.

## **GIANDUIA: WINE ENTHUSIAST MAGAZINE RATING**

Giandua obtained a rating of 91/100 by the renowned American magazine Wine Enthusiast.

## **BOTTEGA ROSE GOLD AWARDED AT PINOT NOIR MASTERS**

During The Pinot Noir Masters, organized by the British magazine The Drink Business, Bottega was awarded a bronze medal for Bottega Rose Gold.

## **BOTTEGA GOLD AWARDED AT IWC**

Bottega Gold obtained a bronze medal at the international prize IWC (International Wine Challenge).

## **DECANTER WORLD WINE AWARDS: 2 MEDALS**

Decanter World Wine Awards is a well-known yearly British wine competition, organized by the publishing group Decanter. Il Vino dei Poeti Brunello di Montalcino (year 2011) was awarded with a silver medal, and Bottega Stardust received a bronze medal.

## **SILVER AT CONCOURS MONDIAL DE BRUXELLES**

Il Vino dei Poeti Brunello di Montalcino (year 2011) obtained a silver medal at the renowned Concours Mondial de Bruxelles, a reference competition in the international wine environment.

## 2016 OVERVIEW

### TFWA CANNES 2016: FRONTIER AWARDS GALA

From 3rd to 7th October 2016, Bottega participated in TFWA exhibition in Cannes. Taking place on Boulevard de la Croisette at Palais des Festivals, the event attracts the most important buyers in the business sector. Bottega stand catalyzed the attention of participants with the latest entries (Gin Bacur and Pistacchio), as well as with the great classics. On the day before the opening, in Mandelieu, near Cannes, Heinemann Golf Tournament took place. Being the event sponsor, Bottega poured Gold and Rose Gold as an aperitif for golf players and the public. Bottega also offered a prize consisting in an Alexander blown glass bottle reproducing a golf ball on its inside, and containing 3 liters of grappa. On October 5th, Bottega Gold also sponsored the welcome cocktail for the first gala dinner and the ceremony for Frontier Awards, held in Cannes at Palm Beach Casino.



### HONG KONG: SANDRO BOTTEGA AWARDED EAGLES' DON FELDER

On 5th November 2016, during Hong Kong Charity Ball, Sandro Bottega awarded Don Felder, guitarist of the mythical Eagles, with a special Jeroboam Gold personalized with the words "Bottega for Don Felder" and an image of the musician. An identical bottle was auctioned as a collector's item during the charity event. At its 15th edition, Charity Ball is a prestigious event organized by Hong Kong Rugby Union and Po Leung Kuk. It took place inside Hong Kong Convention Center in Wanchai district and involved sponsors with great international visibility. In the name of vintage music and of the slogan "Rock for Charity", over the last years it hosted extremely famous musicians like The Jacksons and Tears for Fear. Bottega participated with a selection of wines, grappa and liquors. Participants to the gala dinner tasted the company's products. The revenue from the event was entirely devolved to Po Leung Kuk, a charity committed to supporting programs for children and families in need in Hong Kong.



## VENICE: BOTTEGA IN FONDACO DEI TEDESCHI FOOD STORE

From 1st October 2016, after long renewal works which lasted 8 years, Fondaco dei Tedeschi was given back to Venetians and tourists visiting Venice. The huge historical building, facing Canal Grande, next to Ponte di Rialto, opens its doors again under the aegis of the brand T Galleria, identifying the extra-luxury stores of DFS Group, already present in many cities and airports all over the world, but at their Italian debut. Covering over 6000 square meters, the premises include the brands of fashion and luxury, exclusive boutiques, famous cosmetics brands, local craftsmanship creations and food and wine delicacies, to offer an Italian lifestyle experience. A wide selection of our sparklings, red wines, grappa, liquors and creams has been chosen for the food store, located on the ground floor. The iconic Bottega Gold, with its golden bottle, is sold exclusively in this space with a "Venetian Gold" neck hanger, celebrating the place and Venice's uniqueness. This prestigious Venetian showcase is a flagship for our company, now counting on an extremely prestigious exhibition space no further than 50 km from our premises.



## SELFRIDGES IN LONDON: CHRISTMAS SHOWCASE

In November 2016, Selfridges, prestigious British department store, prepared its Christmas showcase in its central premises of Oxford Street in London. It is the result of a careful study, as Christmas preparations contribute towards reinforcing the image of the structure and attract Londoners and tourists alike. In the showcase dedicated to wines, our Gold, also in Magnum and Jeroboam sizes, and Rose Gold stand out.



## TAHITI: BOTTEGA EVENT

On 30th September 2016, Le Meridien Tahiti hotel in Tamanu, a few kilometres away from Papeete (capital of the Pacific Island), organized Soirée Bottega Pétanque Chic. This prestigious event was dedicated to pétanque, the Provençal version of bowls game. The guests, including Tahitian aristocrats, appreciated our Gold, Rose Gold and White Gold. Cake displays, ice buckets, roll ups, golden ties and aprons with Bottega logo contributed to further increase the visibility of Bottega brand.



## VANCOUVER LUXURY AND SUPERCAR WEEKEND

On 10th and 11th September 2016, Luxury and Supercar Weekend took place in Vancouver. The fascinating exhibition, centered on iconic cars combining luxury and high performances, was hosted in the areas of VanDusen Botanical Garden. Ferrari, Rolls Royce, Bentley, Aston Martin, Jaguar, Lamborghini Maserati, Porsche and BMW were the core of the event, together with our Bottega Gold.



## 2016 OVERVIEW

### EVENT AT BYBLOS IN MILAN

On 13th October 2016, Byblos, trendy club in Milan city center, organized a "D Wine" night centered on the tasting of Bottega wines. A similar event took place in June. The two nights gave the interested visitors of the club the opportunity to taste, at aperitif time, Gold, Millesimato, Ripasso, Rosso di Montalcino, Cuvee dei Poeti, Sauvignon and Merlot. After tasting, the music started and was accompanied by cocktails prepared with our sparklings.



### PARIS: CHARLES DE GAULLE AIRPORT

From 28th September to 10th October 2016, in Paris, the duty free of Charles de Gaulle airport (Terminal 2) hosted a promotion centered on a three-wheeled Bottega rickshaw with Bottega logo, showcasing Gold, Rose Gold and Limoncino.



### BANGKOK: 10th NOVOTEL ANNIVERSARY

On 23rd September 2016 Bottega Gold was chosen to celebrate 10th anniversary of Novotel in Bangkok. Our glamour Prosecco thus confirms its success in Southeast Asia.



### TREVISO: HAVANA CLUB

On 8th October 2016 in Treviso, in Zona Fonderia (an area of town dedicated to nightlife), Havana Club opened its doors again. The club was one of the most important for Treviso nightlife in the late 90's-early 00's. The opening was under the sign of Bottega, with club branding and exclusive service of our products. The waiters were wearing aprons with Bottega logo and a Gold Vespa was showcased for great visibility.



## HARVEST FESTIVAL: BOTTEGA DONATES TO AMATRICE

On Friday 16th September 2016, in Bibano di Godega (TV), our company hosted the Harvest Festival. The event was made even more special by the show "Cabaret Musicale" performed by the band Andrea Battistoni & the B-Side Trio, reinterpreting classical music masterpieces with a touch of caustic irony in a refined game which entertained the public, renewing classical and chamber music and making them engaging and accessible. Andrea Battistoni, young Veronese orchestra director, played cello, accompanied by Sergio Baietta on piano and Alessandro Beverari on clarinet, with Niccolò Bollettini as a lively page turner who proved that classical music is no music for old men. In the late afternoon, before the concert, a harvest contest took place with 4 teams picking up as much grapes as possible. Straight after Sara Nervo, who ranked 2nd at beauty contest Miss Italia, with 3 other beautiful girls, pressed the grapes barefoot in traditional wooden vats, while actors from Compagnia de Calza in costumes from the 18th century declaimed aphorisms on wine. The Harvest Festival was also an opportunity to remember Amatrice and show total solidarity with people hit by the earthquake. Traditional "spaghetti all'amatriciana" was served over dinner, as even gastronomic tradition represents a strong identity mark and acts as a motivation to set discouragement aside. During the Festival, Bottega family announced that 5,000€ had been donated to Amatrice, thus helping the municipality to support their people directly.



## HIROSHIMA: GRAPPA AND WINE GIFTS DEDICATED TO PEACE

On 25th August 2016, at Hiroshima town hall, Sandro Bottega offered the mayor Mr Kazumi Matsui "Hiroshima for World Peace": a special box dedicated to peace, featuring a blown glass grappa bottle with a white dove inside and a bottle of sparkling wine. The income from the sales of this box, made precious by two white doves in the name of peace, is addressed to the Japanese city so to help survivors of the devastating effects of the atomic bomb, with its 71st anniversary this year. Hiroshima mayor, impressed by the artistic features of the blown glass bottles created by the company, suggested hosting "Art in Grappa" collection at Moca (Museum of Contemporary Art), to be followed by other city museums. Art in Grappa is an art exhibition originated by the fusion of grappa and blown glass bottles designed by Sandro Bottega, who found its first source of inspiration in Venice. The show, which has been supported by the Italian Institute of Culture, has been hosted in the premises of this organization in New York, Montreal, Kolin, Barcelona and Madrid.



## 2016 OVERVIEW

### BOTTEGA LOUNGE BAR IN LEEDS

In the UK, the presence of our company is becoming stronger and stronger. We have recently started a cooperation with The Liquorist, a prestigious restaurant in Leeds city center, which dedicated its upper room to an innovative Bottega Lounge. In this luxurious and elegant space, enriched by shelves designed for Gold and Rose Gold, guests can relax and enjoy a glass of Prosecco or of our other glamour sparklings. The opening event, held on 30th September 2016, was very successful and Bottega cocktails prepared specifically for this event were really appreciated. Leeds is a city with a population of nearly 1.800.000, located in Yorkshire & Humber region in Northern England.



### BOTTEGA EVENT IN BULGARIA

On 23rd July 2016, Showroom Nightclub in Ruse organized a Bottega event. All the tables in the disco, among the country's most famous, hosted Gold, Rose Gold and White Gold bottles, which became the absolute protagonists of the night. With a population of over 165,000, Ruse is the fifth Bulgarian city.



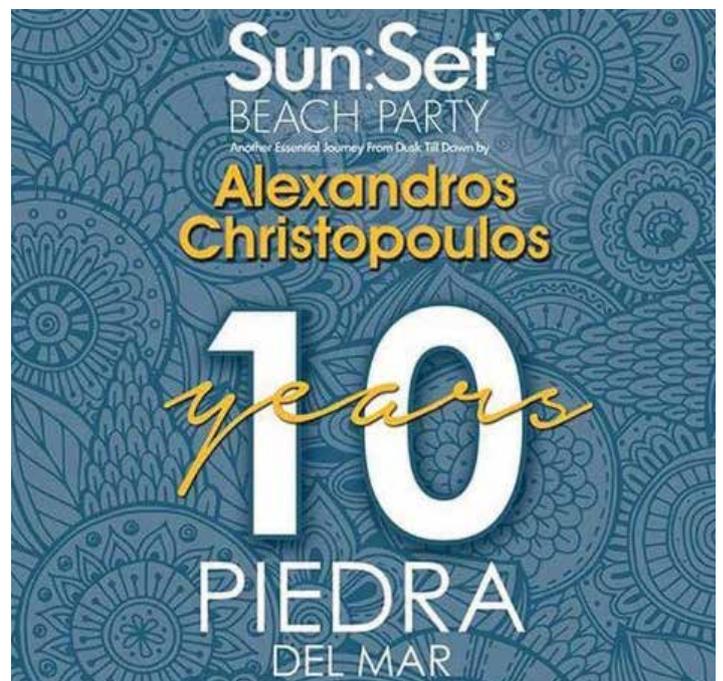
### BOTTEGA NIGHT IN MALTA

On 23rd June 2016 a Bottega Night was held in Malta at The Villa restaurant. During the long aperitif, a jazz band played and Bottega Gold was served as a welcome drink and during the event with a selection of finger food. Bottega Gold was greatly appreciated for its freshness and versatility.



### BOTTEGA NIGHT IN CORFU

On 17th August 2016, beach club Piedra del Mar in Corfu Island, in Greece, celebrated 10 years with a Bottega party. Gold, Rose Gold and White Gold where the protagonist of this event, together with our cocktails.



## SWISS STAFF SUMMER PARTY

On 7th July 2016, Bottega contributed with its products to Swiss Staff Summer Party, held in a hangar at Zurich airport. Every year the Swiss airline organizes a party for its staff and cooperators, inviting their business partners to supply ad hoc provisions.



## BOTTEGA GOLD IN GUADALAJARA

Guadalajara, with a population of over 4 million, is the second city in Mexico. Bottega developed a privileged relation with Evva, prestigious lounge bar & disco in the city center, in a crucial area for business. Over the last few months, Evva has organized many themed parties with our Bottega Gold, with a highly impacting exposition of our glamour sparkling being hosted at the same time.



## SANDRO BOTTEGA MEETS FRANCIS FORD COPPOLA

During the second week of September, while on a trip in the USA, Sandro Bottega met Francis Ford Coppola. The great director is also a fine wine connoisseur and owns a cellar in Napa Valley, the most renowned winemaking area in the US. Mr Coppola welcomed Sandro there for a friendly meeting which lasted a few hours, during which they discussed of national politics and international news over a glass of Californian red wine.



## GOURMÉ AND BOTTEGA TOGETHER FOR A PERFECT MATCH

On 8th June 2016, in Malpensa Airport (Arrivals in Terminal 1), Bottega S.p.A. and Chef Express, a brand of Cremonini group, presented Gourmé & Bottega space. This concept was developed to offer a high quality fast restaurant with the plus of wines, grappa and liqueurs. The cooperation between Chef Express and Bottega combines the experience of a group leader in serving Italian delicacies with the oenological tradition of a company which has pursued the best pairing of food and wine, making it concrete in the Bottega Prosecco Bar concept. In the same environment, much space was dedicated to the healthy food format JuiceBar and Mokà cafeteria, an integral part of Chef Express proposals. The new spaces were presented during a press conference featuring Mr Luigi Battuello, Non Aviation Commercial Director of Gruppo Sea, with interventions by Cristian Biasoni, Chef Express CEO, and Sandro Bottega. Finally, in Gourmé & Bottega space, chef Omar Lapecchia and sommelier Flavio Buratto, who developed the Prosecco Bar project, described the menu and food pairing with Bottega wines, offering the relevant tasting.



## 2016 OVERVIEW

### CONVENTION IN BIRMINGHAM

Bottega company convention took place during the first weekend of July, in Birmingham (England). It was an important opportunity to visit our Prosecco Bar located in the brand new Resorts World Birmingham, built by the Malaysian Genting Group. After the arrival, a compared tasting was held: our Prosecco Docg, Pinot Grigio, Chianti Classico Docg and Amarone Docg were blind-compared with the most renowned competitors. Our wines turned out to be the best, both in terms of bouquet and taste. Straight after, we moved to Birmingham city center to reach the rooftop of The Cube, a skyscraper where our customer Marco Pierre White hosted the opening night. Back to the resort, dinner was ready at our Prosecco Bar, characterized by a refined bottle exposition, a chandelier with blown glass bubbles, and by curtain walls facing the lake in the hearth of the area. The following morning, during the meeting, Sandro Bottega outlined the company trend (+18.8% in the first six months of 2016), future development projects (52 mln in 2016; 57 mln in 2017; 63 mln in 2018; 70 mln in 2019; hiring 35 new employees in 4/5 years), new vineyards (Bibano, Vittorio Veneto, Follina and Valgatarà), infrastructural investments for enlarging the cellar plants in Bibano and for renovating the cellar in Valgatarà (Valpolicella). Stefano Bottega explained the growth in Lombardy over the last 2 years and the development in the relations with Carrefour Group with new marketing initiatives to support Bottega brand. Claudia Gambin analyzed the Prosecco Bar project. Finally, two guests, Chris Jones and Clare Morris, lectured on the structure of our UK importer Matthew Clark, explaining their decision to invest on our Gold, presenting it to the market not as a Prosecco, but as Bottega, to increase its prestige and, consequently, its price positioning. In the afternoon, a special moment was dedicated to Bottega Spritz and its pos material (hats, yellow t-shirts and polo shirts, black pillows with Bottega logo, cardboard cubes dedicated to Spritz). On Sunday, the last day, two products were tasted: Bottega Classico, which revealed its great organoleptic characteristics, and, after lunch, Limoncino, which outdid its competitors.



### MILANO, BOTTEGA NIGHT: SUMMER BUBBLES

On 23rd June 2016 Bobino Club, trendy club in Milan, in the Navigli area, organized a Bottega night with our bubbles served during the aperitif, with a special space for Bottega Gold. During the night also Il Vino dei Poeti Prosecco Doc, Il Vino dei Poeti Rosé and Petalo Moscato Il Vino dell'Amore were served. Bobino is one of the most important clubs of Milan nightlife.



### BOTTEGA PARTNER OF LUXURY LIFESTYLE AWARDS 2016 MIDDLE EAST & AFRICA

Bottega was included as the only partner for alcoholic beverages in Luxury Lifestyle Awards 2016 Middle East & Africa. This international competition took place at Conrad Hotel in Dubai on 26th May 2016 and is reserved to companies and brands specializing in the luxury segment.



## SIDNEY AIRPORT: CAMPARI AND BOTTEGA PROMOTION

In Sidney Airport (Australia) duty free, a joint promotion for Aperol, Bitter Campari and Bottega Gold was held. We are pleased to recognize that, at an international level, our brand represents the reference Prosecco in Spritz preparation.



## CYPRUS: BOTTEGA EVENT IN LIMASSOL

On 20th June 2016, a Bottega Night was held at Madame, a lively cocktail bar in Limassol, second largest city in Cyprus. Bottega has been on Cyprus market for years, participating to promotion activities developed by our importer.



## MOSCA: SKY SERVICE

From 19th to 21st April 2016, Bottega took part in Sky Service in Moscow, a special exhibition for airlines. In the picture, Cinzia Valle, our Export Manager for Russia and Eastern Europe, is with Tatjana Navka, a Russian champion who obtained two gold olympic medals in ice skating.

## BOTTEGA GOLD TOASTS TO MR. BULGARIA

On 29th May 2016, at Hotel Marinela in Sofia, Mister Bulgaria was elected. Bottega took part in the event with Bottega Gold, which was served to all VIP guests.



## 2016 OVERVIEW

### VINITALY: 400 YEARS AFTER WILLIAM SHAKESPEARE'S DEATH, BOTTEGA CELEBRATED ROMEO AND JULIET

On the 400th anniversary of William Shakespeare's death, Verona and Vinitaly inspired Bottega to create a special bottle of Petalo Moscato Il Vino dell'Amore, dedicated to Romeo and Juliet. The bottle, a 3-litre Jeroboam, features a selection of Moscato from the Euganean hills, a sweet sparkling wine with a low alcohol content (6.5% vol.), particularly appreciated by women and young people. This giant bottle is a unique piece, featuring a special collar with a large rose bouquet. The Jeroboam was uncorked on 12th April 2016 at Bottega's stand, and served with a sponge cake with wild strawberries and rose petals, prepared for this event by the bakery Pasticceria Flego (Verona). The event also featured a performance by the Venetian actors of Compagnia de Calza, who reenacted Romeo and Juliet's encounter, which could not have taken place without wine in the background. This is why we reserved a special place for Il Vino dell'Amore Petalo Moscato, which Bottega has been producing for 15 years. This sweet sparkling wine celebrates love, starting from its label, and is one of the most appreciated Valentine's presents, as well as a perfect gift for all the events involving the heart. "Romeo and Juliet", the great Shakespearean work of art, tells the love story of a young couple hindered by their families, the Montagues and the Capulets, with a tragic and heartbreaking conclusion. Young people reaching Verona from all over the world to visit Juliet's house and experience its romantic charm can identify themselves in this timeless masterpiece.



### CIBUS 2016: ICE CREAM AND GRAPPA

On 10th May 2016, at Cibus exhibition in Parma, Bottega and Gelateria Callipo (based in Pizzo di Calabria, in Southern Italy) presented some new matches between ice cream and grappa. A special mention goes to Hazelnut and Chocolate Truffle, enriched by a touch of Grappa Spray Barricata. On the same day, the event was also broadcasted on the national news report Tg5 at 8 pm.



### CORRIERE DELLA SERA: BOTTEGA'S TOP RANKING AMONG ITALIAN WINERIES

On 9th May 2016, the major national newspaper Corriere della Sera, published a reportage on Italian wine in 2015 inside its special economic report. In the list of 110 companies ranked by turnover, with €49 million Bottega was ranked 30th. Thanks to its 16.1% growth in export turnover, Bottega ranks 15th, and, to its 14% turnover growth, it ranks again 15th in the list related to sales volume growth. If co-ops are not included in the ranking, Bottega ranks 21st, 11th and 10th respectively.



### ORADEA: MOVIE PREMIERE WITH BOTTEGA SPARKLINGS

On 12th February 2016, the most important cinema event in Oradea (Romania) hosted the premiere of the latest movie by director Marian Crisan. Prosecco Poeti Doc and Petalo Moscato, served after the show, were appreciated by all participants, strengthening Bottega brand even further.



## MONGOLIA: A NEW MARKET

Mongolia, located in Central Eastern Asia, is among the least populated countries in the world. Bottega has been on the Mongolian market for nearly two years, with a dedicated importer who organized the "World of Chocolate" event at Christmas time, giving ample space to our wines.



## CANADA: SANDRO BOTTEGA'S EDUCATIONAL

From 28th February to 1st March 2016, Winnipeg, capital city of Manitoba (Canada), hosted CSCM National Food & Beverage Conference. During the event Sandro Bottega led an educational on the topic "The storytelling of successful packaging", with the participation of nearly a hundred managers from "The Canadian Society of Club Managers", who celebrated Mr Bottega with a standing ovation.



## BOTTEGA NIGHT IN JORDAN

Amman, Jordan's capital, is a lively city, always on the look for new proposals. In this context, a great success was obtained by the Bottega night held on 11th May at Sekrab's, for the opening of its trendy summer terrace.



## BULGARIA: TWO NEW PROSECCO BARS AT BURGAS AND VARNA AIRPORTS

Prosecco Bar Project is working at full speed, with two new openings in Burgas and Varna airports duty free area on 14th and 21st May 2016. Burgas and Varna are well-known tourist destinations on the Black Sea, that travelers mainly from Northern Europe love to visit during the summer.



## 2016 OVERVIEW

### MASERATI'S CHOICE: BOTTEGA GOLD

On 5th May 2016 in Vancouver (Canada), Maserati presented Levante, its new SUV. During the event, organized by the Canadian Nuvo Magazine, Bottega Gold was served.



### SWISS: BOTTEGA TOASTS TO THE NEW AIRCRAFT

On 5th February 2016, at hangar 3 in Zurich airport, the Swiss company "Swiss" organized an evening event for the presentation of the new Boeing 777, featuring an innovative design reproducing the smiling faces of 2,500 employees of the airline on its fuselage. Bottega took part in the event as a sponsor with a supply of Millesimato spumante, which was served during the evening.



### BERLIN: VESPA GOLD AT KADEWE

KaDeWe (abbreviation of Kaufhaus des Westens) is Germany's most famous and prestigious shopping mall. Bottega can be found on the shelves of the beverage department with a selection of sparklings, grappa and creams. In this context, a privileged exhibition was held from 14th to 26th, 2016, with Vespa Gold and a cake display.



### PROWEIN: FALSTAFF TASTING EVENT

On 12th March 2016, Bottega took part in the Falstaff Big Bottle Party, Prowein opening event, organized by the Austrian magazine Falstaff. The exclusive event was held at the prestigious Rheinterrasse in Düsseldorf, where only a few hundred selected producers were admitted with dedicated tasting tables. The tasting event was followed by a party with music, during which Magnum bottles produced by each company were uncorked, including Bottega Gold and Bottega Stardust.



## CENA DI NATALE

On 22nd December, the restaurant Tre Panoce in Conegliano hosted our Christmas Company Dinner. On this special occasion, Bottega employees met for Christmas wishes and to celebrate 2016 results. Before dinner we tasted, along with a selection of finger food, Gin Tonic made with the new Gin Bacur.



The festive atmosphere, increased with the distribution of Father Christmas hats, livened up the dinner and awards of the various departments.



## NEXT EVENTS



### **BENVENUTO BRUNELLO**, MONTALCINO, 17th -20th FEBRUARY, CLOISTER OF MONATALCINO MUSEUM

Every year in February, in Montalcino, the Consortium of the Brunello of Montalcino Wine organizes "Benvenuto Brunello". The event includes the presentation of wines introduced on the market from the beginning of the new year. For the third year in a row, Bottega takes part in the prestigious exhibition.



### **IAADFS, ORLANDO**, 26-29 MARCH, STAND 309

laadfs is a prestigious exhibition dedicated to Duty Free and Travel Retail market. It takes place every year in Orlando, Florida. The same exhibition includes two other events over the year: Singapore in May and Cannes in October.



### **PROWEIN**, DÜSSELDORF, 19-21 MARCH, HALLE 16 STAND E22

Prowein is the most important wine exhibition in Germany for wine and distillates.



### **VINITALY**, VERONA, 9th-12th APRIL, PAD. 5 STAND C7

Unmissable event for operators from all over the world, Vinitaly is unquestionably the reference exhibition in the wine sector.



Family Vintners & Master Distillers

**Bottega S.p.A.** - Villa Rosina - Vicolo Aldo Bottega, 2  
31010 Bibano di Godega di Sant'Urbano (TV) - Italia  
Ph. (+39) 0438.4067 - Fax (+39) 0438.401006  
International Fax (+39) 0438.402582 - Fax Fornitori (+39) 0438.408706  
Export TV 002501 - R.E.A. TV n. 126054  
C.F./P.IVA e Reg. Impr. IT00541680260 - Cap. Soc. € 5.000.000,00 i.v.  
www.bottegaspa.com - info@bottegaspa.com - pec: bottegaspa@legalmail.it



# BOTTEGA



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[www.bottegaspa.com](http://www.bottegaspa.com)