

BOTTEGA NEWS

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SpA

Family Vintners & Master Distillers



HIGHLIGHTS

PROSECCO BAR
ANNIVERSARY
AT CINDERELLA
WHISKY FAIR

MAIN EVENT

PROSECCO BAR ANNIVERSARY AT CINDERELLA WHISKY FAIR

From 16th to 18th February 2017, Cinderella Whisky Fair took place. The festival is centered on whisky and attracts the main whisky producers and lovers from all over Europe every year. This event is made even more special by its location onboard a Viking line ship, which contributed towards its success. Bottega participated with its products to the three-day cruise from Stockholm to Mariehamn. During the event, Bottega celebrated the third anniversary of the first Prosecco Bar, opened on the ship during winter 2014. On this occasion, Bottega donated the staff a special Gold bottle with a dedicated crystal wording. The prestigious customized gift was handed over after a training session led by Dagmar Berentzen, our agent for the Duty Free channel, and Flavio Buratto, our corporate sommelier. Bottega Prosecco Bar concept has been developed in Scandinavia on Cinderella ship, in Resorts World Birmingham (UK), at Hotel Intercontinental déhors in Abu Dhabi, in departure areas in Varna and Burgas airports (Bulgaria), and with a different formula, in Gourmé restaurant by Cremonini group at arrivals in Malpensa (Milano).



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Italian Sparkling Life



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MAIN EVENT



Japan: Sakura Japan Women's Wine Awards



Sakura Japan Women's Wine Awards 2017 awarded our Brunello di Montalcino Riserva Pret-à-Porter, year 2010, with a gold medal, and Bottega Rose Gold with a silver medal. At its fourth year, this competition is dedicated to women, with a board of women only. The event is among the most important in Japan for the wine sector.

Decanter: Amarone Rating

93/100

Amarone Riserva Pret-à-Porter Bottega, year 2011, was rated 93/100 by the English magazine Decanter (taster Vahan Agulian). During this tasting, Amarone Bottega reached the 4th position. The details are being published in May issue of Decanter, which will also be distributed during Vinitaly.



Grappa Maestri: Silver Medal

Grappa Maestri was awarded a silver medal during the competition "Specialty Spirits Masters", organized by the English magazine "The Spirits Business" (connected to The Drinks Business)..

NEXT EVENTS



TFWA ASIA PACIFIC, SINGAPORE, MARINA BAY SANDS EXPO AND CONVENTION CENTER, 7th-11th MAY, STAND M9 BASEMENT 2

This prestigious exhibition for Duty Free and Travel Retail market takes place every year in Singapore. The same exhibition includes two other events during the year, in Orlando in April and in Cannes in October.



TUTTOFOOD, MILAN RHO, 8th-12th MAY, HALL 3, STAND P12 - P 14

This important trade show is dedicated to the Agriculture & Food industry and is organized every two years by Milan Fair.



ASUTIL, RIO DE JANEIRO, HILTON BARRA RIO DE JANEIRO, 6th-9th JUNE

This conference for Duty Free operators in Latin America and Caribbean has now reached its 21st year. Its venue changes every year.



VINEXPO, BORDEAUX, 18th-21st JUNE, HALL 1 - STAND B87

Created in 1981 by Bordeaux Chamber of Commerce, Vinexpo is the world's most important exhibition in beverage business. It takes place every two years and attracts business operators from all over the world.

IL VINO DEI POETI BRUNELLO DI MONTALCINO DOCG

Description

Il Vino dei Poeti Brunello di Montalcino Docg is the flagship of Bottega Tuscan wines range, including Rosso di Montalcino Doc, Sant'Antimo Rosso Doc, Bolgheri Rosso Doc, Chianti Docg, Chianti Classico Docg and Chianti Classico Riserva Docg. In its 75cl format, it is distributed through retail and wholesale channels. It is intended for consumers with an average-high purchasing power, who love quality wine. This wine is also available in a limited special edition: Brunello di Montalcino Prêt-à-Porter, a Brunello Riserva with an exclusive bottle with eco-leather label and box.

Product characteristics

Brunello di Montalcino is among the most important Italian wines. It can be properly considered as one of the red wines which grant the most longevity over time. It is the only Tuscan wine which, historically, has been produced with Sangiovese grapes only. Its precious grapes are harvested in Montalcino municipality between the end of September and mid-October. The must is left fermenting with the skin for 2-3 weeks in steel vats with controlled temperature. This process stabilizes the wine and softens acidity, making it more intense, structured and elegant. The wine is then left to mature for an overall period of at least 4 years, of which two and a half in oak barrels.

Serving suggestions

Brunello di Montalcino is a meditation wine. It is best served at 16/18° C. It is a perfect match with game, red meat, seasoned cheeses and truffle.

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- > Most prestigious Italian wine in the world
 - > Montalcino: winemaking excellence
 - > Authoritative image, constantly growing
 - > Elegant packaging in accordance with tradition
 - > Property managed winery in Montalcino
 - > International fame of Bottega brand
 - > Well-balanced "Montalcino range" including Brunello di Montalcino Riserva (Prêt-à-Porter bottle), Rosso di Montalcino and Sant'Antimo



RECIPES

LAMB WITH GRAPPA AND BREAD CROUTONS



Ingredients for 6 people:

600 g lamb ribs, 200 g bacon, 300 g fresh mushrooms, 100 g pork, one small cup of broth, a few black truffles, grappa Alexander as required, a clove of garlic, two leaves of laurel, two leaves of sage, rosemary, butter as required, grated lemon zest, flour as required, salt as required.

Preparation:

Flour the ribs evenly and fry them in a large oil-greased pan. Cook them on low fire and gradually add diced bacon, ground pork, chopped mushrooms, rosemary, sage, laurel, garlic and lemon zest. Finally, season with salt. When the lamb has reached a brownish color, take the pan off the fire, generously spray with grappa and flame it. As soon as flames are over, continue cooking on a low fire adding some broth. Finally add some finely sliced truffles. Serve with bread croutons and enjoy it with Il Vino dei Poeti Brunello di Montalcino.

BISTECCA ALLA FIORENTINA



Ingredients:

1-inch-thick beef T-steaks, salt, pepper.

Preparation:

The secret for a perfect "fiorentina" lies in beef and cut. Its preparation is extremely easy: place the steak on the grill and cook it over charcoal for approx. 5 minutes without piercing it. Turn the steak, salt it and let it cook on the other side for another 5 minutes, then salt this side as well and serve. Bistecca alla Fiorentina is so famous it does not need any presentation, to the point that the word "steak" is no longer necessary to identify this simple and tasty dish. "Fiorentina" must be well roasted on its outside and rare on its inside. Dust it with freshly ground black pepper and enjoy it with Il Vino dei Poeti Brunello di Montalcino.

BOTTEGA PASSPORT

STEFANIA SANDRELLI AT BOTTEGA

On 28th February 2017, Stefania Sandrelli and Amanda Sandrelli, with Claudia Ferri, Serena Iansiti and Ramona Fiorini, were the main characters in "The Bathroom", a comedy by Astrid Veillon, at Teatro Accademia in Conegliano. On the day before Stefania, with Giovanni Soldati and part of her troupe, visited our company and dined in our Larin room.



CONVIVIALITY PLC VISIT

On 9th March 2017 Bottega welcomed the heads and wine buyers from the English group Conviviality Plc, governing Matthew Clark, our UK importer, and Bibendum, a net of points of sale. The visit involved the different production areas of our company. The comparative tasting was highly significant, with 84 wines produced by Bottega and its competitors. It is remarkable that 23 Prosecco were tasted and our Prosecco Docg, Prosecco Doc and Prosecco Doc Extra Dry ranked first, second and third. Excellent rankings were also given to our great red wines (mainly Amarone and Brunello), sparklings and still white wines. A special appreciation was given to our new Vermouth, about to be released on the market. The influential guests commented that after this intense full immersion in Bottega world, they will be passionate ambassadors of our brand.



BIRMINGHAM: FIZZY FRIDAY

"Fizzy Friday" is an initiative taking place in Birmingham airport (UK) made precious by a themed Christmas Tree. On Friday 9th December 2016, in only one day, 56 bts of Gold and Rose Gold were sold. Compared with 2015, this means +44 bts and +366%.



NEW YEAR'S EVE IN MADEIRA

The New Year was celebrated by Cristiano Ronaldo in Madeira, his home island, with our Bottega Gold. The Portuguese champion, awarded this year as well with the prestigious Ballon d'Or, is the owner of the exclusive Pestana CR7 hotel in Funchal, where New Year's Eve was celebrated with a "Gold party".



SAO PAULO

In December 2016, the international airport of Sao Paulo (Brazil) hosted a Bottega promotion including tastings of Pinot Grigio Igt Venezie, Rosso di Montalcino, Acino Chianti Classico Docg, Valpolicella Classico Superiore, Prosecco Doc Poeti, Bottega Gold. The initiative was supported by Bottega promotional panels.



LIVIGNO: LA SGAMBEDA

On 3rd December 2016, Livigno hosted La Sgambeda Classic, a traditional ski competition belonging to Visma Ski Classics cup including the 10 most important ski marathons. Bottega, which has always been a sponsor, donated grappa and wines as prizes. The woman competition was won by the Swedish Britta Johansson Norgren, while the male section by the Norwegian Tord Asle Gjerdalen. On the podium, the winners were gifted with our Rose Gold and Millesimato, and also with an Alexander Jeroboam during the official ceremony.



NEW YEAR'S EVE IN ATHENS

Bottega Gold was served during New Year's Eve party at Hotel Galaxy Hilton in Athens, with music by the famous Greek DJ Alexandros Christopoulos

A TRIBUTE TO POPE FRANCIS

On 22nd February 2017, Stefano Bottega was honored to meet Pope Francis, during his Wednesday Hearing, gifting him with a special selection of our grappa in a blown glass bottle decorated by a white dove inside.



BOTTEGA PASSPORT

PERSONALITY OF THE YEAR 2016: VINCENZO RAPISARDA

On 12th November 2016, the Italian Association "Le Donne Del Vino" (Women of Wine"), at Cantine Fratelli Berlucchi di Borgonato di Cortefranca (BS), conferred the award "Personality of the Year 2016 to Prof. Vincenzo Rapisarda, founder and President of ALMaUST and Director of Plastic Surgery and Major Burn Victims Centre at Ospedale Cà Granda Niguarda in Milan. As Bottega's Women of Wine, Monica Lisetto awarded the Doctor with a blown glass Grappolo containing 3 litres of Prosecco grappa. To support Prof. Rapisarda's action for major burn victims in world's poorest areas, the Women of Wines auctioned some of their most precious bottles.



DOLCITALIA: CHARITY EVENT IN MILAN

On 14th December 2016, Milan hosted DO Sweet for Kids, a charity event designed by Dolcitalia, an important business partner for Bottega. To date, it gathered 26,000€ for the children of Don Gino Rigoldi association. This rock concert under the sign of solidarity attracted leading companies like Cisco, Emerson, Ducati and Bottega. The bands related to each company performed in the new premises of Comunità Nuova di Don Rigoldi. Special guest was DJ Ringo, among radio's most loved voices. A Bottega corner was prepared in a highly visible location, with innovative fruit Spritz and Gin Tonic, prepared with Gin Bacur Bottega. During the night, Prosecco, sparkling Millesimato, still wines, grappa and distillates were served.



TUI CRUISES

Since Spring 2016 Bottega Gold, Rose Gold and Prosecco Doc can be found onboard the cruise ship TUI Discovery 1 of TUI CRUISES Group. In the pic, these products are displayed. They have been confirmed for 2017 as well and have been selected also for TUI Discovery 2, which will be launched next May.



SENEGAL: EVENT IN DAKAR

On 15th December 2016 Bottega took part in a night at Résidence Keur Italia with the Italian Embassy in Dakar, Senegal's capital. The event, taking place during "Première Semaine de la Cuisine Italienne dans le Monde", was a great success among the qualified public (international diplomats, government representatives and local civil authorities). Bottega products were largely appreciated by all participants.



WEB CORNER

MILANO: BOTTEGA NIGHT AT COST

On 2nd February 2017 in Milan, after the meeting for North-West Italy and Lombardy area, a Bottega Night took place at Cost. Cost is a trendy club located in Corso Como area, the hearth of Milan nightlife. During the event, some cocktail variations prepared with Bottega products were served. The showman Umberto Smaila, king of the night, animated the event. Stefano Bottega uncorked a Jeroboam Gold with the showman, former Miss Italia Cristina Chiabotto and actor Fabio Fulco.



PALESTINE: A NEW MARKET

Palestine is a country which has been recognized by the majority of Countries, but not officially by the UN. Strictly connected to Israel, it features the Palestinian divided Territories of West Bank and Gaza strip. Palestine has declared East Jerusalem as its capital, even though it is under Israeli control. Its administrative offices are located in Ramallah, the actual capital. Ramallah is also the base of the importer which has recently started to cooperate with Bottega to distribute Bottega Limoncino, Sambuca and a selection of wines.

Distillate aging in the EU lacks controls, Assodistil states.

Assodistil, the Italian Association of Distillers, considers European countries to be poorer than Italy in controls on aging of distillates. More specifically, the association contested the control process used by each country to grant compliance with Regulation No. 110. In Italy, the control process is very strict, as all aging steps are closely monitored and controlled by the national Tax Revenue Agency and aging warehouses are locked with tax seals. Other member states are looser on controls, since very often customs are not interested in controlling items with no tax relevance. In short, the tax offices of many European countries are only interested in the payment of a tax (excise) which is not affected by aging. Not including Protected Indication Distillates (e.g. Brandy de Jerez) which provide for specific controls or even traditional methods, outside Italy the situation of aging of distillates and eaux-de-vie seems lacking, incomplete and different in each member state. Its outcomes on the EU market are noticeable and lead to offers with prices sometimes lower than production costs, mainly for brandies and wine eaux-de-vie. In this regards, lastly, it turns out that the European Commission has initiated three procedures against three member states after being notified by CEDIVI (European Confederation of Wine Distilleries), of which Assodistil is a member.



MEMORANDUM

NEW COCKTAIL VIDEOS

Bottega has prepared four new videos about cocktails: Negroni Gold, Don Antonio, Rock & Soul, Nutty. They have been presented by the famous bartender Claudio Perinelli, and prepared for the filming at his club The Soda Jerk in Verona.



BOTTEGA MELONE AND PESCA

Bottega Melone (E12031050) and Bottega Pesca (E12027050) labels have been restyled with a more captivating image of the fruit. The new packaging for Melone will be available when stocks are depleted, while Pesca is already available.



KIT PARTY GOLD

Kit Party Gold will now feature a new gold unisex mask (code V188302). The new masks are already available.

MAGNIFICO GLASSES

Magnifico glasses, dedicated to our great red wines, are available again.

SANDRO BOTTEGA GRAPPA CAPSULES

The capsules for Grappa Sandro Bottega (code E10049070) and Grappa Sandro Bottega Fumé (code E10047070) have been modified. The new capsule is transparent and no longer features the Bottega logo.

BOTTEGA PISTACCHIO

After the restyling of Pistacchio with the green capsule, the new product pic is available. To present the product, we also suggest using the set photo, enhancing pistachio, the main ingredient of this liqueur.



GIN BACUR

Gin Bacur has been slightly restyled: its label has been downsized and enriched with a copper frame, recalling the color of the bottle.

LIMONCINO

Limoncino has been enriched with a special front collar with Bottega "B" logo on a yellow and green background.



IL VINO DEI POETI ROSÉ BECOMES VENEZIA DOC

Il Vino dei Poeti Rosé (cod. V23028075) has become Venezia Doc. The new product, enriched by the new indication, has a new code (code V23076075) and will be available when current stocks of the previous product will be depleted. Except for Bottega Rose Gold, our Rosé sparkling wines will become Venezia DOC and their codes will be modified. More specifically, the following changes are taking place:

- > Rosé Spumante Brut Accademia (code V43014075) will become Rosé Venezia DOC Spumante Brut Accademia (code V43022075)
- > Rosé Spumante Brut Pronol (code V73809075) will become Rosé Venezia DOC Spumante Brut Pronol (code V73817075)
- > Rosé Spumante Brut Collina del Sole (code V83609075) will become Rosé Venezia DOC Spumante Brut Collina del Sole (code V83604075)

BOTTEGA MAGNUM GOLD

Bottega Magnum Gold is available only without organza bag: the bottle without bag will be more eye-catching on the shelf.



Pistacchio
DALLA TRADIZIONE ITALIANA

CREMA DI PISTACCHI DI SICILIA
Pistachios Cream - Crème des Pistaches - Pistazien Creme

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