

# BOTTEGA NEWS

**BOTTEGA**  
SpA

Family Vintners & Master Distillers





# AWARDS

## **BIBENDA: 5 GRAPPOLI FOR GRAPPA RISERVA PRIVATA BARRICATA**

Bibenda is one of the major magazines in wine and restaurant business. It awarded our Grappa Riserva Privata Barricata with the prestigious 5 Grappoli award.

## **MERANO: 3 MEDALS AT THE WINE HUNTER AWARD**

The Wine Hunter Award conferred its Platinum Award to Grappa Amarone Privata Classica. This is the highest award in this competition organized by Merano Wine Festival. Grappa Alexander Exquisite and Grappa Tardiva da Uve Passite received the Gold Award.

## **ASIA: BRONZE MEDAL FOR VENEDIKA'**

The 6th DAWA (Decanter Asia Wine Awards), organized in Hong Kong by the prestigious English magazine Decanter, awarded our Venedikà with the bronze medal. This competition is one of the most important awards in Asia, as it takes place under the aegis of Decanter, world leader in wine business.

## **SMV CANADA - SÉLECTIONS MONDIALES DES VINS CANADA**

On the 24th SMV Canada - Sélections Mondiales des Vins Canada, held in May in Québec City, Bottega received two gold medals for Amarone Accademia, vintage 2012, and Brunello di Montalcino Accademia, vintage 2012.

## **VERMOUTH ROSSO BOTTEGA RECEIVES MASTER AND BEST TASTE AWARD**

During The Speciality Spirits Master competition, organized by The Spirits Business, Vermouth Rosso Bottega was awarded the Master in Speciality category (Vermouth and other minor spirits). Vermouth Rosso Bottega also received the Best Taste Award as the commission considered it the best Speciality Spirit tasted during the Global Speciality Spirits Masters 2017. Vermouth Bianco Bottega was awarded the Gold Medal.

## **SILVER FOR BOTTEGA LIQUORS**

The Global Liqueur Masters 2017 organized by "The Spirits Business" magazine awarded two silver medals to Pistacchio Bottega and Nero Bottega.

## **IWSC: THREE SILVER AND ONE BRONZE MEDAL**

During the 49th IWSC (International Wine & Spirit Competition), Bottega wines were awarded the following prizes: Silver medal for Amarone vintage 2012, Silver medal for Brunello di Montalcino vintage 2012, Silver medal for Bottega Gold, bronze medal for Bottega Rose Gold. Founded in 1969, the British competition is among the most prestigious international awards.

## **BRONZE MEDAL FOR GIN BACUR**

International Wine & Spirit Competition also awarded Gin Bacur Bottega with a bronze medal in the Spirits section.

## **THE WINE HUNTER AWARD**

During The Wine Hunter Award, Merano Wine Festival Commission awarded Bottega with two red stamps to mark the excellence of Il Vino dei Poeti Brunello di Montalcino vintage 2012 and Il Vino degli Dei Amarone vintage 2012.

## **DECANTER WORLD WINE AWARDS: THREE BRONZE MEDALS**

The 14th year of DWWA (Decanter World Wine Awards), organized by the English magazine Decanter, conferred three Bronze Medals to Amarone della Valpolicella Il Vino degli Dei 2012 (88 points), Brunello di Montalcino Il Vino dei Poeti 2012 (88 points), Il Vino dei Poeti Prosecco Doc (88 points) and three Commended to Bottega Rose Gold (85 points), Bottega Gold (84 points), Il Vino dell'Amore Petalo Moscato Manzoni (83 points).

## **UCS COMPETITION IN USA: EXCEPTIONAL RATING FOR ALEXANDER AND BOTTEGA GRAPPAS**

During USC - Ultimate Spirits Challenge 2017, our grappas obtained extremely good ratings: Grappa di Cabernet Alexander (92 points, Finalist, Great Value), Grappa Aldo Bottega Bianca (91 points, Great Value), Grappa Alexander (91 points, Great Value).

## **MEDALS IN SAN FRANCISCO**

During SFWSC San Francisco World Spirits Competition 2017, Sambuca Bottega received a Double Gold Medal and Limoncino Bottega a Bronze Medal.

## **HILL WINES EXHIBITION IN SAN PIETRO DI FELETTTO**

On 27th May 2017 the 46th exhibition dedicated to hill wines "Mostra dei Vini di Collina" took place in San Pietro di Feletto. Bottega was awarded with three Gran Menzioni (great mention) for Millesimato Stefano Bottega Extra Dry, Amarone Bottega Il Vino degli Dei and Ripasso Bottega.

## **ALAMBICCO D'ORO COMPETITION**

Grappa Vapore Moscato Invecchiata obtained the prestigious Silver medal during Alambicco d'Oro 2017 edition, organized every year by ANAG (National Association for Grappa and Eau de Vie).

## **BOTTEGA ROSE GOLD**

Bottega Rose Gold was awarded with a bronze medal at The Global Pinot Noir Masters 2017 competition, organized by the English magazine "The Drinks Business". In its category (Rosé sparkling wines under £30), Bottega Rose Gold was the only wine to be awarded.

## **DECANTER: EXCELLENT RATING FOR AMARONE RISERVA PRÊT-À-PORTER**

As reported on May issue of the English Magazine Decanter, our Amarone Riserva Prêt-à-Porter, year 2011, obtained 93 points. The comparative tasting, carried out by an extraordinary panel of judges (Andrea Briccarello, Michael Garner, Susan Hulme MW), ranked Bottega product 3rd in Amarone category. Overall, the tasting included 166 products. Our Amarone obtained a higher rating than other historical prestigious Amarone producers.

## **PROSECCO MASTERS: A GOLD MEDAL AND TWO SILVER MEDALS**

All Bottega wines participating in the 4th year of The Global Prosecco Masters 2017 competition, organized by the English magazine "The Drinks Business", were awarded with a medal. Bottega Stardust obtained a Gold Medal (94/100); Bottega Gold 88/100 and Il Vino dei Poeti Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. (88/100) received a Silver Medal.

## **VINITALY OENOLOGICAL COMPETITION: 5 STAR WINES 2017**

The oenological competition "5 Star Wines 2017", organized by Vinitaly, awarded our Brunello di Montalcino Il Vino dei Poeti, year 2012, with an excellent rating (90/100).

## **IWC: 4 MEDALS**

During the prestigious English competition IWC (International Wine Challenge), our wines were awarded with a gold medal (Brunello di Montalcino 2012) and 3 bronze medals (Amarone Il Vino degli Dei 2012, Bottega Gold, Bottega Rose Gold). The challenge is organized by William Reed Business Media and is already in its 34th year.

## **BRUXELLES AWARDS BOTTEGA WINES**

Concours Mondial de Bruxelles awarded the quality of Bottega wines. Amarone Il Vino degli Dei (year 2012) was awarded with a prestigious Grand Gold Medal. This year, with 9,080 participating products, only 90 Grand Gold medals were awarded, among which 13 were assigned to Italian wines. Bottega was also awarded with a Gold Medal for Bottega Gold Prosecco Doc and a Silver Medal for Il Vino dei Poeti Prosecco Doc.

## **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**

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).



OVERVIEW 2017

CHRISTMAS DINNER

On 22nd December 2017, the wonderful CastelBrando in Cison di Valmarino hosted traditional Bottega Christmas Dinner. It was a special occasion to spend time together, wish Merry Christmas and celebrate the results achieved in 2017. The opening aperitif brought together our wines and finger food prepared by Antonio Palazzi. The festive atmosphere continued for the whole night during company awards and videos.



HIROSHIMA: SPIRIT OF PEACE

On 24th November 2017, at the prestigious Hiroshima Moca Museum, the Spirit of Peace exhibition was opened. Spirit of Peace is inspired by an art project by Sandro Bottega and was hosted in three museums in Hiroshima. The mayor Kazumi Matsui supported this initiative and officially opened the exhibition which brings Italy and Japan together in the name of culture and peace. Sandro Bottega, with Monica Lisetto and Asako Hirano, explained the exhibition and the how the art pieces were created according to Murano glass tradition. The exhibition, scheduled from November 25th to December 10th, recorded a total attendance of 6,485 people. It has been divided into three sections, distributed in three different museums:

> **Spirit of Peace: Art in Grappa.** At Moca Hiroshima City Museum of Contemporary Art. Artistic exhibition of 50 historic Bottega blown glass bottles. Each artistic bottle has been designed by Sandro Bottega, who found in Venice and Murano blown glass tradition his main source of inspiration. Some of these bottles are giant creations and are 1-meter-tall.

> **Spirit of Peace: Rinascita della Speranza (Rebirth of Hope).** At Hiroshima Museum of Art. The exhibition consists in a blown glass transparent dove awaiting for peace (of nearly one meter), created by Master Pino Signoretto, and a hundred drop-shaped bottles reproducing the buds of hope. The transparent dove represents the rebirth of hope. The big bird rests on glass drops that symbolize tears and turn into rain which feeds life, represented by the buds.

> **Spirit of Peace: volo di pace (Flight for Peace).** At Hiroshima Prefectural Art Museum. The exhibition consists in a white blown glass dove taking the flight for peace (of nearly one meter), created by Master Pino Signoretto, and a hundred drop-shaped bottles, 50 of which feature Japanese flowers on their inside, created by the masters at Alexander Bottega blown glass factory. The white dove takes the flight to bring its message of peace to the world. The glass drops feature camphor and oleander flowers, the first plants which bloomed after the nuclear disaster. These flowers are also included in Hiroshima city logo.



BOTTEGA & LINDT PARTNERSHIP: PROSECCO AND PRALINES

Bottega and LINDT & SPRÜNGLI Duty Free launched a new partnership to promote joint sales of their best-selling products in Travel Retail business. With their strong wine and chocolate manufacturing tradition, the award-winning companies propose a joint presentation of Bottega Gold 75 cl format and LINDT SWISS MASTERPIECES Pralines in golden boxes, exclusively for Travel Retail. Both products have an eye-catching golden packaging and are sold in duty-free and travel retail point of sales worldwide. This partnership was first presented to business operators on 2nd October in Cannes during TFWA World Exhibition & Conference. The two brands created a joint display, specially designed to highlight the two golden products inside the point of sale.



WEDDING PLANNER EVENT AT BOTTEGA AZIENDA

On 16th November 2017 Bottega hosted an event dedicated to wedding planners in Northeastern Italy to present Bottega proposals for special events like weddings, anniversaries, graduations, birthdays, etc. As suggested by the planners, we prepared four special corners: favors, personalized products, grappa and cigars, cadeaux for the witnesses. In the afternoon, the company visit was followed by an aperitif and tasting.



CANNES: TFWA

From 2nd to 6th October 2017, Cannes hosted TFWA, the most prestigious Duty Free and Travel Retail exhibition. 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 (Venedikà, Pinot Grigio Collio, Vermouth Bianco and Vermouth Rosso) and glamour sparklings. Bottega also organized two dinners for its international partners: on 3rd October at Hotel Cannes Palace and 5th October at Annex Beach.



PROSECCO BOTTEGA ONBOARD AMERICAN AIRLINES

American Airlines has chosen Prosecco Il Vino dei Poeti Bottega for pouring onboard its flights. American, with Delta and United, is among the major airlines in the USA. Thanks also to the American domestic market, by far the biggest in the world, American Airlines is a major player in its sector and a point of reference for world civil aviation.

GIN BOTTEGA IN LONDON, DUBLIN AND DISNEY CRUISE SHIPS

Gin Bacùr Bottega is now present in Harvey Nichols, prestigious department store in London offering luxury products also in the food sector. Dublin Airport Duty free, managed by Aerianta group, has surrendered the charm of an Italian gin and listed Bottega copper- gilded bottle. Gin Bacur has also been listed onboard Disney Cruise Lines, mainly working in the Carribeans and Atlantic area. It has also been selected for pouring onboard Singapore Airlines flights.





OVERVIEW 2017

TERME DI SATURNIA SPA & RESORT

On 20th October 2017, Bottega agents for Central and Southern Italy held their meeting at Terme di Saturnia Spa & Resort. During the event, the new products (Venedikà, Pinot Grigio Collio, Vermouth bianco and Vermouth rosso) and some Bottega cocktails were tasted. Terme di Saturnia Spa & Resort is a prestigious established customer; in August they organized a gorgeous Bottega night which culminated in a vertical dance show on the premises walls and ended with fireworks.



BOTTEGA NIGHT IN MILAN

On 12th October 2017, during Bottega agents meeting for Northwestern Italy, a Bottega night took place in Milan. The event was hosted at Cost, a prestigious lounge bar & music restaurant in Corso Como area, the center of Milan nightlife. Bottega wines and cocktails were served.



SINGAPORE SOFITEL SO

In Singapore, hotel Sofitel So, a 5 star hotel owned by the French group Accor, listed our Bottega Gold, Bottega Millesimato and Petalo Manzoni Moscato. During Formula 1 Grand Prix weekend, last 17th September, the hotel organized a double Bottega Promotion: Black Friday with Millesimato and Gold Saturday with Gold. Both promos included a welcome glass of wine when entering the pool area, and pouring at the table.



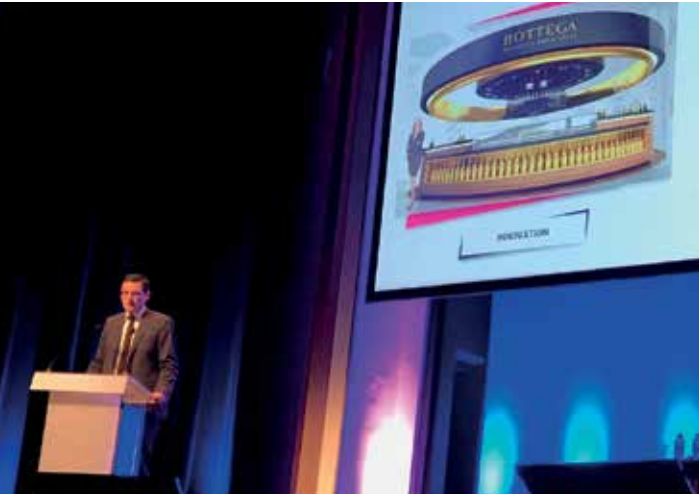
NEW YORK: SANDRO BOTTEGA'S LESSONS TO COLUMBIA UNIVERSITY STUDENTS

Sandro Bottega was invited by "Wine Society", a student association at Columbia University, to give a lecture on wine business and present Bottega company as an extraordinary case history. Columbia University is an American private university, part of Ivy League, which brings together the most prestigious universities in the USA (including Harvard and Yale). Sandro Bottega's lesson took place on 31st October in New York, at Warren Hall in Amsterdam Avenue. Columbia Business School-Columbia University MBA students deeply appreciated the speech by the Italian entrepreneur who focused on wine tradition and specific information on three Made in Italy classics: Prosecco, Amarone and Brunello di Montalcino.



BOTTEGA CONCEPT: AN EXAMPLE OF INNOVATION FOR LAGARDERE

Lagardere group, during Duty Free Partners Forum held on 26th September 2017 in Paris at Maison de la Chimie, presented our Bottega Prosecco Bar concept as an absolute example of innovation. The event gathered Lagardere's worldwide suppliers and the top management presented the development programs for 2018-2020.



SELFRIDGES: BOTTEGA CHRISTMAS

Selfridges, prestigious department store in London, gave ample room to our Bottega Gold over Christmas. On 15th November, inside the exclusive Oxford Street shop, the temporary pub Queen's Head was opened: here, three times a week, the theatre company Sink The Pink offered a Christmas show, specially created for Selfridges and inspired to London tradition. The show included a toast with Bottega Gold, bringing together the actors and the public. Gold and Rose Gold were also specially displayed in the wine & spirit shop.



PARIS AIRPORTS

Duty Free and Travel Retail areas at Paris Charles De Gaulle and Orly Sud airports hosted a Bottega branded "cargo bike". The mobile structure serves as a tasting table for Gold, Rose Gold and Lemon Spritz.



HARVEST FESTIVAL: CONTEMPORARY POP MUSIC REINTERPRETED BY ALBERTO GROLO & FIVE STRING QUARTET

On 15th September, the Harvest Festival took place. The event culminated in the performance by Alberto Grollo & Five String Quartet. The band features six members on guitar, cello, violin and voice. Their repertoire is based on a classical interpretation of contemporary pop music. In the late afternoon, the actors from Compagnia de Calza in 18th-century Venetian costumes started a harvesting competition with guests. The "Art in Grappa" room hosted some masterpieces from the Spirit of Peace exhibition, taking place in Hiroshima from 25th to 10th December 2017. The room hosted a blown glass display with a big white dove taking the flight for peace, with drop-shaped bottles featuring Japanese flowers on their inside. The first work of art was created by Pino Signoretto, a famous Master from Murano, while the bottles were created by Mauro Chinellato, blown glass Master in our Alexander blown glass factory. Together with Sandro Bottega and Monica Lisetto, the Masters participated in the presentation, a sort of preview for the Hiroshima exhibition.





OVERVIEW 2017

IWSR RESEARCH:  
BOTTEGA - FIRST SPARKLING  
IN TRAVEL RETAIL CHANNEL

IWSR, prestigious British magazine specialized in studying the beverage sector, has published the results of a research centred on Duty Free and Travel Retail channel for 2015 and 2016. The analysis has shown that our Prosecco (Champagne excluded) is the absolute first sparkling wine in the world. Including Champagne, Bottega ranks third in the world, after two great producers like Moët & Chandon (first place) and Veuve Clicquot (second place), and absolute first in Europe. In this market, for sparkling wines, Bottega ranks second in the world after LVMH, Bernard Arnault’s luxury group.



EASYJET: PROSECCO SUPPLY  
AGREEMENT

Bottega and EasyJet signed a one-year supply agreement. EasyJet, the low-cost group, entered the 20 cl version of Il Vino dei Poeti Prosecco Doc in its pricelist for onboard consumption. Long ago EasyJet chose Venice Marco Polo airport as its main hub for Southern Europe, with 34 direct flights to Italian, European and Mediterranean tourist destination.



BRITISH AIRWAYS CHOOSES  
GOLD AND ROSE GOLD

British Airways, the airline which led the way in commercial aviation in Europe and in the world, renewed its listing of Bottega sparklings. In particular, 20 cl versions of Bottega Gold and Bottega Rose Gold have been selected.



GIN BACUR ON SALE IN SINGAPORE  
AIRLINES FLIGHTS

Singapore Airlines, prestigious Asian national company, listed our Gin Bacur. From 1st September, it is included in the onboard catalog with Bottega Gold.



VESPA MEETING  
IN BOTTEGA

On 9th September 2017 in the afternoon, over 100 vespa stopped at Bottega for the Vespa meeting “Perla del Veneto”, organized by Vespa Club Conegliano, on the basis of the same event which took place in 1957. Vespa riders visited our company and stopped for a toast and appetizers. The itinerary ended at Caffè Teatro, in Piazza Cima (Conegliano), where Bottega Vermouth Bottega was served before the night concert.



CINDERELLA: WINE FAIR

On 15th and 16th September, Viking line’s Cinderella ship hosted “Cinderella Champagne & Wine Fair”. Our wines were highly appreciated by guests, as it can be seen in the photo. Since 2014, Cinderella has been housing our first Bottega Prosecco Bar.



CORRIERE DELLA SERA:  
REPORTAGE ON ITALIAN WINE

On 24th July, Corriere della Sera published a reportage on Italian wine in 2016 in its special issue Corriere Economia. With 53.5€ million, Bottega ranked 32nd (22nd excluding co-ops) in the ranking by turnover of the first 107 companies, with 9.18% growth compared with 2015 and 13.8 million bottles produced.

PARIS: PROSECCO BIO  
AT LA GRANDE ÉPICERIE

“La Grande Épicerie”, a famous food store in Paris, has put our Prosecco Bio Il Vino dei Poeti on its shelves. This prestigious point of sale, located in an Art-Nouveau style building on rive gauche, is the high-level food store of Bon Marché department store. Its management, including the president, visited Bottega premises in spring. This visit was a step towards the organization of a festival dedicated to Italian style, hosted at Le Bon Marché in Paris. Starting from the end of August, for 6 weeks it is hosting only 30 Italian wines, among which our Prosecco Bio. During the first week, it was placed at the entrance of the exclusive food store, registering good sale performances and being confirmed for the permanent assortment.



FIJI: FASHION WEEK  
WITH BOTTEGA GOLD

From 22nd to 27th May 2017, Suva, the small capital city of Fiji Islands, hosted the 10th Fiji Fashion Week, the most important fashion event in the whole Pacific. Victoria Wines, our distributor in Fiji, sponsored the event with our Bottega Gold, which was served during the gala dinner and a charity lunch. During the fashion shows, a Bottega Gold Bar served our products and offered Gold to VIPs. The product promotional image was published on the national newspaper and social media by Victoria wines.





OVERVIEW 2017

GENOVA:  
GOA DISCO BEACH CLUB

On 14th July 2017 Goa, a prestigious Disco Beach Club on Genoa seafront, hosted a stop of Bottega Cocktail Tour. This tour travels across Northern and Central Italy to promote our Gin and Bottega cocktails with events in some of the trendiest clubs.



VENICE, FONDACO DEI TEDESCHI:  
BOTTEGA WINDOW DISPLAY

Fondaco dei Tedeschi, a prestigious department store in Venice, located close to Ponte di Rialto, is among our establishehd customers. At the end of August, a special artistic vitrine was dedicated to Gold and Rose Gold, with the bottles representing the bodies of two butterflies. Brunello Pret a Porter was featured in a vitrine with shoes, bags and other leather accessories.



POOL PARTY  
IN CROATIA

On 22nd June 2017, Brown Beach House Hotel, a prestigious resort on the Dalmatian coast, organized a pool party. The event took place in Trogir, at the heart of Dalamtia. Trogir city was founded over 2000 years ago and has been declared part of Unesco world heritage thanks to its great number of Baroque and Renaissance buildings. The event hosted Croatian celebrities, top models and singers. Our galmour sparklings were served: Gold and Rose Gold. The event is an example of the great potentiality of Bottega products in hotels and beach clubs. Bottega Beach concept was created after the idea that our wines and gadgets perfectly match the party atmosphere of the beach and allow the structures to organize themed events for their customers.



GIBILTERRA

Gibraltar is a British enclave in the extreme south of Spain and a very interesting market for fast-moving consumer goods. Here, Bottega products visibility is increasing also in prestigious structures like Casino Admiral, with a Bottega branded terrace, and Suborn, a five star hotel located inside a giant yacht and docked in the marina.



ISCHIA: BOTTEGA COCKTAIL  
COMPETITION

On 29th June 2017, together with AIBES – Ischia section, Bottega organized Bottega Cocktail Competition, involving nearly 20 bartenders from the island. The event took place in the wonderful hotel Villa Sorriso in Forio. The winner Roberta Di Meglio conquered the podium with the cocktails Sparkling Soul and L’Oro di Napoli. The second and third place were assigned to Enza Migliaccio and Annalisa Marigliano. The winners were awarded respectively with a Bottega Gold, a White Gold and a Rose Gold. The participants work in some of the most prestigious hotels and restaurants in Ischia.



ISCHIA: INTERNATIONAL  
JOURNALISM COMPETITION

On 30th June 2017, during the award Premio Ischia Internazionale di Giornalismo, Stefano Bottega awarded the English journalist Anthony Loyd with an impressive 3-litre blown glass grappa bottle featuring the shape of a quill. Anthony Loyd is among the most important international war reporters. He has been writing for The Times for 21 years; in 2014 he was kidnapped and injured near Aleppo in Syria. The award ceremony took place in Lacco Ameno, in the blue room of Hotel Regina Isabella. The day before, under the aegis of Premio Ischia, a special Magnum Bottega Gold Prosecco Doc was donated to Svjatlana Aleksievic, Nobel Prize for Literature 2015 and Premio Ischia per i Diritti Umani 2017.



TANZANIA: BOTTEGA EVENTS  
IN DAR ES SALAAM

Starting from 9th July 2017, and for all the Sundays in the following months, Samaki Samaki will host a series of events organized by Bottega and Panamusi. Samaki Samaki “Fish & More” is a restaurant chain created in 2007, with three facilities in Dar es Salaam area, former capital and economic hub of Tanzania. Panamusi is an all-African association of artistic management representing artists from Cameroon, Kenya, Nigeria and Tanzania. The show on 9th July 2017 was centred on the Tanzanian singer Grace Matata and our Bottega Gold.

FRENCH RIVIERA:  
BOTTEGA EVENTS

Between May and June 2017, Bottega bubbles where the protagonists of three exclusive nights in some of the most prestigious locations in the French Riviera. In Cannes, on Alter Ego yacht, a themed night was organized by Cote Magazine and Aston Martin. In Saint Tropez, at Terre Blanche Polo Club, Cote Magazine gave room to our products. The restaurant L’Escale in Porquerolles, hearth of Hyères Islands nightlife, held a Gold night to present our glamour Prosecco to its customers.





OVERVIEW 2017

PORTOPICCOLO:  
EVENT AND MEETING  
OF THE WOMEN OF WINE

On Saturday 8th July 2017, the Friuli Venezia Giulia Section of Associazione Le Donne del Vino organized an event in the amazing Portopiccolo Sistiana, just a few km away from Trieste. The day started with a meeting on the role of women sommeliers. In the late afternoon, guests participated in the tasting “The vine is female. Wine in its female aspect from Barolo to Nero d’Avola”, with wines produced by 77 producers all over Italy. Bottega, represented by Monica Lisetto as Woman of Wine, proposed Rose Gold and Petalo Moscato.



ATHENS: BOTTEGA GOLD NIGHT

On 7th May 2017, a Bottega night took place in the prestigious Matushisa Athens Astir Palace Resort. The party started after 5 pm, and after sunset, it hosted the performance of DJ Constantin Naseri. The club attracts Athens’ influencers and creates trends that are replicated in other cities and islands.



MONTECARLO:  
GOLD AT F1 GP OPENING EVENT

On 26th May 2017, Hotel Le Meridien in Montecarlo hosted the opening of the weekend dedicated to Formula One Grand Prix. Organized by Amber Lounge, the event was attended by Prince Albert of Monaco and included a fashion show. During the aperitif, Bottega Gold was served.



STOCKHOLM:  
PRIMEWINE EVENT

On 24th April 2017, PrimeWine, our importer in Sweden, organized a tasting event in Stockholm. Nearly 200 guests took part, including HoReCa business operators and journalists. Sandro Bottega held a masterclass on “Cava vs. Prosecco”, explaining Prosecco production methods and leading the tasting of Bottega products. The event was also attended by Andreas Larsson, “World’s best sommelier” in 2007, who performed with his jazz trio.



TUTTOFOOD

On 9th May 2017 in Milan, during Tuttofood, Bottega stand presented the new cocktail Gin Tonic Sbagliato. Thanks to the cooperation with Callipo company, the cocktail was paired with a mango and fennel salad with ventresca. In the picture, Stefano Bottega and Cinzia Ieracitano (marketing director at Callipo) are with chef Carlo Andrea Pantaleo and bartender Paolo Baldan.



PROSECCO BAR:  
OPENING IN GUERNSEY

On 3rd April 2017, the latest Bottega Prosecco Bar opened in Guernsey, thanks to the cooperation with the British group Randalls. Guernsey, together with Jersey and other minor islands, is part of Channel Islands. Located quite close to the coast of Normandy (France), it is a Crown dependency under a tax regime of free zone. Bottega Prosecco Bar is located on the outside (courtyard and terrace) of Slaughterhouse. The structure on the port is no longer used for the functions it owes its name to, and has now been refurbished to be used as a bar and restaurant.



VINITALY: BOTTEGA CELEBRATED  
ITS 40TH ANNIVERSARY AND  
RELEASED THE BOOK “SPIRIT OF LIFE”

Bottega has been continuously participating as an exhibitor in Vinitaly since 1987. During this year’s exhibition, on 11th April, Bottega celebrated its 40th anniversary with a cake decorated with golden plates and a special Gold Jeroboam with a wording in crystals: “Bottega, Since 1977, 40 Years”. On the same event, the book “Spirit of Life” was presented. Created by Sandro Bottega with New Zealand journalist Peter Dowling, the book is dedicated to grappa and gathers 63 recipes from Italian and foreign cuisine. Each of them features our national distillate as an ingredient or as a drink to be matched with the dishes. The book also features 15 recipes for grappa-based cocktails. The book is 158 pages long and is available in Italian and English.





OVERVIEW 2017

BOTTEGA AMONG THE 100 “SMALL LIONS” OF NORTHEAST ITALY

On 8th May 2017, Corriere Economia, a special issue of the major national newspaper Corriere della Sera, published the ranking of the “100 small lions of Northeast Italy”. The ranking includes companies with a turnover close to or under 100 million euro, but with margins over 20%. The analysis was carried out by Deal Advisory for the Research Center of VeneziaPost. It analyzed turnover data for 2015 from companies in different trade sectors, ranking them by turnover. Bottega ranked 42nd (turnover: 47.226.000€, employees: 121). Among wine producers, only two ranked before Bottega: Masi Agricola (23rd place) and Ferrari F.lli Lunelli (31st place).

BOTTEGA RECEIVES AN IMPORTANT ACKNOWLEDGMENT AT EUIPO IN ALICANTE

On 31st March 2017, Bottega received an important acknowledgment in Alicante by EUIPO (European Union Intellectual Property Office), which confirmed the validity of the tridimensional brands registered by our company to safeguard the famous Gold and Rose Gold bottles. The European Office has submitted three decisions, rejecting three annulments since groundless, and condemned the claimants to refund process expenses. Recent EUIPO decisions for Bottega Gold and Bottega Rose Gold bottle confirm the world market appreciation for our products, reinforcing Bottega’s position in its fight for safeguarding its brands, in order to protect the company’s interests, the employees and satellite activities, and above all to protect our customers who trusted in us. Just a few months ago, a Piedmont-based company was sentenced to 18 months in prison and damage refund for counterfeiting one of Bottega’s brands.

CHARITY BALL DFNI

This year as well, Bottega supported the Charity Ball with 8 Bottega Gold magnums. The event is organized by the Duty Free magazine DFNI and took place on 7th April 2017 at The Lancaster Hotel in London. The event’s profits were devoted to “The Jack and Jill Children’s Foundation”, an Irish organization which offers nursing care and support to children with severe neurological development issues and to their families.



FERRARI AT BOTTEGA

On Sunday 14th May 2017, Scuderia Ferrari Club Piave organized the Ferrari cars meeting “Città di Vittorio Veneto” 2017. In the morning, nearly 60 Ferraris stopped at Bottega for a guided tour with a toast and a small buffet.



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 dehors 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).



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.



HOMAGE TO POPE FRANCESCO

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.



NEXT EVENTS



BENVENUTO BRUNELLO, MONTALCINO, 16th -19th FEBRUARY, CLOSTER OF MONTALCINO 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.



IAADFS, ORLANDO, 18th-21th MARCH, ORLANDO WORLD CENTER MARRIOTT, 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, 18th-20st MARCH, HALLE 16 STAND E22

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



WTCE, AMBURGO, 10th-12th APRIL, HALL A4 STAND 4C35

WTCE (World Travel Catering & Onboard Services Expo) is an exhibition dedicated to airline catering.



VINITALY, VERONA, 15th-18th APRIL, PAD. 5 STAND C7

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

Family Vintners & Master Distillers

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