

BOTTEGA NEWS

BOTTEGA
SpA
Family Vintners & Master Distillers



HIGHLIGHT
POOL PARTY IN CROATIA

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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 Dalmatia. 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.





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).

92/100
91/100
91/100

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 Feletto

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).

NEXT EVENTS



TFWA, CANNES, 1st -6th OCTOBER, BLUE VILLAGE, STAND A11

Tfwa is the most prestigious exhibition for Duty Free and Travel Retail channel. It takes place every year in Cannes, tourist capital of Côte d’Azur. The same expo includes two other yearly events: March in Orlando (USA), May in Singapore.

PRODUCT OF THE MONTH

LIMONCINO BOTTEGA

Description
Limoncino Bottega has its origin in a selection of Sicilian lemons, which make it fresh and full of aromas. To enhance its typicality, Bottega cooperated with Sicilian producers to carry out a thorough research on the organoleptic characteristics of lemons. The infusion also includes a percentage of grappa, enhancing and enriching this liquor with a marked Mediterranean personality. Thanks to its 30° ABV, it is best served cold as a digestif, in cocktails and on ice cream.

Product Characteristics
Lemons are grown naturally and carefully selected. Their peels are infused in a solution containing alcohol and grappa, which will extract the essential oils they contain. The resulting infusion is added with sugar to achieve the desired sweetness and body. To create a good quality product, lemons must not be treated with pesticides and the peel must be freed from its white layer, which would confer the liquor an unpleasant bitter taste.

Serving Suggestions
Limoncino Bottega is best served cold, at a temperature pleasing the palate, without decreasing the aromatic richness of this product. Ideal as a digestive, it is an informal liquor to be enjoyed at any time of the day. It is best served neat, but is also ideal with ice cream, sorbetto or fruit salad. It is an excellent ingredient for cocktails and long drinks, or served with soda and enjoyed as a refreshing beverage or low-alcohol aromatic aperitif.

- > Natural image
- > Selection of the best Sicilian lemons
- > Containing grappa from Veneto
- > Enjoyed even by people who do not usually drink alcohol
- > Good quality/ price ratio
- > Beneficial properties of lemon
- > Fresh and particularly pleasant
- > Captivating packaging
- > Available in various formats:
3 cl, 20 cl, 50 cl, 70 cl, 100 cl



THE COCKTAIL

BOTTEGA SPRITZ



Ingredients:
50 ml Limoncino Bottega; 75 ml Bottega Millesimato; 1 ml Seltz; ice cubes; a wedge of lemon; mint leaves.

Preparation:
Fill a large wine glass with ice, a wedge of lemon and mint leaves. Pour Limoncino with circular moves to avoid it setting on the bottom, then add sparkling wine. Before serving, spray with Seltz.

THE RECIPE

LEMON CAKE WITH LIMONCINO



Ingredients for one cake:
3 eggs, 125 g sugar, 125 g butter, 150 g flour, 15 g of yeast, a lemon, half a cup of Limoncino, whipped cream to taste.

Preparation:
Beat the eggs with sugar until fluffy, then add cooled melted butter, lemon peel and then sift in yeast and flour. Beat well with a mixer and add milk if needed. Butter and flour a cake pan, then pour the mixture and cook in the pre-heated oven at 180° C for 30 minutes. Fill the cake with whipped cream and dust it with icing sugar.

BOTTEGA PASSPORT

GIBRALTAR:
BOTTEGA VISIBILITY

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
AWARD

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 Svjetlana 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 PanamusiQ. 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. PanamusiQ 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.



PORTOPICCOLO:
EVENT AND MEETING OF
LE DONNE DEL VINO

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.



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.



BOTTEGA PASSPORT

FLORIDA: LIMONCINO SPRITZ

Our importer in the USA started promoting our Limoncino Spritz in Florida. The picture shows our Limoncino bottle with a description of the ingredients and refreshing features of this cocktail. Limoncino Spritz, proposed to the consumer at the price of 9 dollars, created a high interest among the public.



STOCKHOLM: PRIMEWINE EVENT

On 24th April 2107, 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.



ATHENS: BOTTEGA GOLD NIGHT

On 7th May 2017, a Bottega night took place in the prestigious Matsuhisa 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.



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.



VINO IN VILLA

On Sunday 21st May 2017, our Vino dei Poeti Valdobbiadene Prosecco Superiore Docg was greatly appreciated at the tasting table during the event Vino in Villa, held in the wonderful Castello di San Salvatore in Susegana. The night before, the president of Veneto region Luca Zaia, together with the 15 mayors of DOCG municipalities, officially launched the proposal of awarding the hills of Prosecco Superiore with the title of UNESCO World Heritage.

WEB CORNER

Millennials: approach to wine in Italy and USA

Verallia, the world’s third producer of glass containers for food industry, and Nomisma Wine Monitor presented their study “The role of packaging in wine consumption choices: a comparison between Italian and USA *Millennials*”. Carried out by Wine Monitor, the research aimed at assessing the behaviors and consumption patterns related to wine among the *Millennials* in the two most important markets for Italian wine producers. The USA is the first export market for Italian production. In 2016, this market imported over 5€ billion in wine, of which 32.4% of Italian origin, making Italy the leader in this sector. The growth of total import in value in the USA was 52% over the last decade (3.3% in the past year, 2016 vs 2015). The research’s reference universe was the *Millennials* (people aged 18-35 in Italy and 21-35 in the USA – according to legal drinking age). All producers are investing on this generation: in the future, mainly in Italy, it will replace the wine consumers who defended a more traditional approach to wine, with the functional value carrying more importance than the entertaining value. In the USA, such approach never existed, and today *Millennials* are the most enthusiast wine consumers, accounting for 42% of all consumptions. The research compared the approach to wine of *Millennials* from Italy and the USA, recording their perceptions and main choice drivers in wine purchase and consumption. Among those, packaging has a primary role. The differences in the approach between the two sides of the Atlantic are significant. In the USA, *Millennials* choose a wine according to brand popularity (32%), while wine type is less important (21%). On the contrary, in Italy the first criteria in choosing a wine is its type (51%), while brand popularity is quite uninfliuential (10%). The perceptions are different also as regards the importance of a low or promotional price, high in the USA (20%) and low in Italy (11%), and also on the importance of the country/territory of origin, higher in Italy (21%) and lower in the USA (15%). The choice of wine is also influenced by purely aesthetic and design factors like packaging and labels, marked by 10% of USA sample and 5% Italian sample.

MEMORANDUM

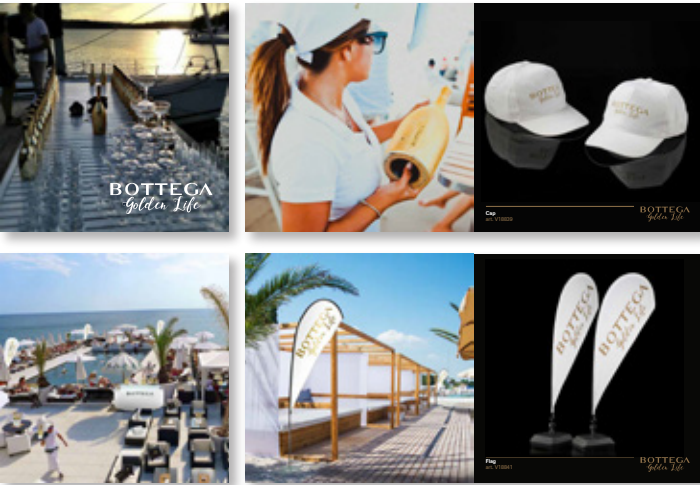
BIRILLO GOLD DISTRIBUTOR

Bottega created a branded distributor for Birillo Gold - 20 cl, to be used in bars and restaurants. The first machine is already active in Missoula Bar in Birmingham, and will be progressively used in turn by all UK Missoula Bar.



BOTTEGA BEACH CONCEPT

For the summer, Bottega created Beach concept: an opportunity to customize beach clubs or lounge bars, on the sea or close to it. The customization can also be applied to limited spaces and includes the use of following pos materials:
code V18837 100 white napkins;
code V18838 wooden crate ice bucket;
code V18839 caps;
code V18840 white bracelets;
code V18841 flag;
code V18842 inflatable beach ball;
code V18261 big counter (on order);
code V18263 small counter (on order).
Bottega Beach catalog includes these articles and our traditional pos material.



GREENER TRADEMARK

Bottega can now use Greener trademark. The certificate sent by SUM (Servizi Unindustria Multiutilities) confirms that 1,792 MWh of energy purchased between 1.1.16 and 31.12.16 are from plants powered by renewable energy.



2017 CHRISTMAS GIFT BOXES

2017 Christmas Gift Boxes will be the same as 2016. The only new item will be a gift box containing Gin Bacùr Bottega with two glasses.

LUMINESCENT LABELS FOR GOLD, ROSE GOLD, WHITE GOLD

The new labels for Bottega Gold and Rose Gold (labels for White Gold will follow shortly) now feature a special ink that, if lit by Wood lights (known as UV lamps), becomes fluorescent and makes Bottega logo and the small drop visible in the dark. UV lamps are usually present in night clubs: the luminescent label will be an added value to propose our metallized bottles for events in clubs and night life in general.

VERMOUTH BOTTEGA

Vermouth Rosso Bottega (code I17002075, 16% vol, 75 cl) and Vermouth Bianco Bottega (code I17001075, 16% vol, 75 cl) are available. They were created with the cooperation of Lamberto Vallarino Gancia, heir of the historic family leader in the production of sparklings and vermouth. Bottega Vermouths are characterized by the use of quality wines from vines traditionally grown in Veneto region: Vermouth Rosso is based on Merlot, Vermouth Bianco is based on Pinot Grigio. The wines are added with extracts obtained from more than 30 different aromatic essences with secret original recipes.



VENEDIKÀ VENEZIA DOC

Venedikà Venezia DOC (code V23095075) has been included in the range of Bottega great red wines. This wine fully expresses the tradition of Veneto region. It is based on Merlot and Raboso Piave, belonging to Venezia DOC denomination. The blend is aged in oak barriques for nearly two years. The product is on stock.

GIN BACÛR BOTTEGA: LABEL RESTYLING

Gin Bacùr Bottega has been restyled with a copper color frame. The product with the new packaging is already on stock.

TRIPACK GOLD: OUT OF PRODUCTION

Tripack Gold (code V25001) is out of production.

AMARONE: VINTAGE AVAILABILITY

Amarone della Valpolicella 2013 vintage is out of stock. From the end of July, 2014 vintage will be available for the following products:
code V23040075 - Amarone della Valpolicella DOCG Bottega
code V53005075 - Amarone della Valpolicella DOCG Collina del Sole

BOTTEGA

The perfect match

