

# BOTTEGA NEWS

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



## HIGHLIGHT

VINITALY:  
BOTTEGA CELEBRATED  
ITS 40<sup>TH</sup> ANNIVERSARY  
AND RELEASED THE BOOK  
SPIRIT OF LIFE



## VINITALY: BOTTEGA CELEBRATED ITS 40<sup>TH</sup> 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 11<sup>th</sup> April, Bottega celebrated its 40<sup>th</sup> 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.







### 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.

93/100

### 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 DOCG (88/100) received a Silver Medal.

90/100

### 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.



# IL VINO DEI POETI PROSECCO DOC

## Description

Il Vino dei Poeti Prosecco Doc is a sparkling wine available not only in the traditional 75 cl bottle, but also in following sizes: Birillo (20 cl), Magnum (150 cl) and Jeroboam (300 cl). Il Vino dei Poeti is the prestigious brand evoking the joy with which poets, artists and men of culture toast to life with a light, fragrant, prestigious Italian sparkling wine.

## Product Characteristics

Prosecco has always been identified with happiness and poetry. Glera grapes, harvested a bit in advance, are characterized by yellow/green round berries with a slightly sour and perfumed taste. Vinified at a low temperature, these grapes lead to an extremely fragrant wine which can then become fizzy or sparkling thanks to a second fermentation in steel tanks. Starting from 1<sup>st</sup> August 2009, Prosecco has been protected by the EU and internationally with DOP (Protected Designation of Origin). More specifically, DOC (Controlled Designation of Origin) has been created for Prosecco produced in the provinces of Treviso, Trieste, Gorizia, Belluno, Padua, Venice, Vicenza, Udine and Pordenone. Among these provinces, only Treviso and Trieste can be indicated on the label. Furthermore, two DOCGs (Controlled and Guaranteed Designation of Origin), Conegliano Valdobbiadene and Asolo or Colli Asolani, fully protect these two historic areas of Prosecco production.

## Serving Suggestions

Prosecco is perfect as an aperitif, but also as an all-around wine to be enjoyed with starters, first courses, fish and white meat. It is the main ingredient in famous Venetian cocktails: Bellini, Rossini and Mimosa. It is best served at 5/6° C.

- > Most prestigious Italian sparkling wine on an international level
- > Prosecco DOC Treviso (with origin indicated on its label)
- > Il Vino dei Poeti: evocative commercial name
- > Popularity of Bottega brand
- > Original and elegant packaging
- > Available in various sizes
- > Rich range of Cantina dei Poeti sparkling wines
- > Affinity with "glamour sparklings" (Gold, Rose Gold, White Gold, Stardust and Diamond)



## BELLINI



### Ingredients:

3/10 white peach juice; 7/10 sparkling Prosecco.

### Preparation:

Chill a flute, pour the sparkling wine and fill with the peach juice blended with ice.

## THE RECIPE

### SHRIMPS WITH PROSECCO SAUCE



### Ingredients for 4 servings:

24 shrimps, 1 glass of sparkling Prosecco, 30 g butter, 1 shallot, 1 cup béchamel, salt and pepper to taste.

### Modalità:

Bring the stock to a boil, drop the shrimps into it and cook for ten minutes. Drain and peel them, and keep the shrimp warm in the stock. In a small pan, heat the butter and cook the finely diced shallot. When transparent, spray the wine and let it evaporate. Add salt to taste and combine the mixture with béchamel. Drain the shrimps, place them on a dish and serve with Prosecco sauce.



## BOTTEGA PASSPORT

### PROSECCO BAR: OPENING IN GUERNSEY

On 3<sup>rd</sup> 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.



### BOTTEGA RECEIVES AN IMPORTANT ACKNOWLEDGMENT AT EUIPO IN ALICANTE

On 31<sup>st</sup> 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.

### BOTTEGA AMONG THE 100 "SMALL LIONS" OF NORTHEAST ITALY

On 8<sup>th</sup> 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 42<sup>nd</sup> (turnover: 47.226.000 €, employees: 121). Among wine producers, only two ranked before Bottega: Masi Agricola (23<sup>rd</sup> place) and Ferrari F.lli Lunelli (31<sup>st</sup> place).

### VENICE: CARNIVAL PARTY WITH COMPAGNIA DE CALZA

On 3<sup>rd</sup> February 2017, at Circolo I Antichi in Venice, Bottega organized a special Carnival party with the participation of our Greek importer Hellenic Distribution. The masked party was animated by Compagnia de Calza. The entertainment followed the dinner with typical Venetian dishes, served with our wines and distillates.



### MONTECARLO: CHARITY DINNER FOR AMREF

On 24<sup>th</sup> February 2017, in Montecarlo, the Empire Room of Hotel de Paris hosted a gala charity dinner for AMREF, the biggest African health organization. Bottega contributed to the event with Grappa Alexander Exquisite and Nero Bottega. The products were served at the table to nearly 250 guests, including princess Charlène. The guests contributed for dinner with 1.200 € each. Bottega logo was included in the menu, while a short description of our company was present in the leaflet distributed to guests.



### PRESS DINNER IN SINGAPORE

On 16<sup>th</sup> January 2017, in Singapore, No Menu da Osvaldo restaurant hosted a themed dinner. Its main feature was Italian cuisine, matched with Bottega wines. A special space was dedicated to sparkling wines and great red wines from Veneto. Sandro Bottega and Monica Lisetto took part in the event, designed for the local press.



### NICOLAS GROUP VISIT

On 10<sup>th</sup> March 2017, Bottega hosted a visit and training for Nicolas Group. The visitors included Nicolas General Manager and 7 wine shop managers, who ranked among the best 40 wine shop managers of France. Nicolas is a chain with 500 wine shops, mainly located in France, but also present in Belgium and Switzerland. In France, it is the most important off-trade operator.





## BOTTEGA PASSPORT

### BOTTEGA GOLD FOR MOTHER'S DAY

In Britain, Mother's Day is celebrated on the last Sunday of March. For one month before the event, Selfridges, a prestigious department store in London, hosted a privileged exhibition with our Rose Gold.



### USA AIRPORTS

Bottega entered some of the most important American airports: JFK (New York), LaGuardia (New York), Dulles (Washington DC), Miami and Atlanta. Our products will be on the shelves from the beginning of summer.

### MILAN: FUORI SALONE

On 3<sup>rd</sup> April 2017, during Fuori Salone in Milan, Bottega attended an event organized by the fashion designer Martino Midali in its atelier. Bottega Gold and Bottega Rose Gold were served. The themed fittings contributed to highlighting the visibility of our glamour sparklings. On 5<sup>th</sup> and 6<sup>th</sup> April, Gold and Rose Gold were served during the opening party at Pinacoteca di Brera, as a part of White Luxury project.



### USA: WINE MAKERS TOUR

From 24<sup>th</sup> to 28<sup>th</sup> April, Bottega importer in America organized a winemakers tour, including Denver, Seattle and San Francisco. Daniela Cester and Lorenza Scollo led the tastings at tables with business operators and opinion leaders. The itinerant event, which takes place every two years, is aimed at reaching the most important American cities.



### 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 7<sup>th</sup> April 2017 at The Lancaster Hotel in London. The event's profits were devolved 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.



### TANZANIA: BOTTEGA GOLD NIGHTS IN DAR ES SALAAM

At the beginning of April, our importer in Tanzania organized two Bottega Gold nights in Dar Es Salam, economic hub of the country. The nights took place respectively at Grill House restaurant and Noir lounge bar.



### FERRARI AT BOTTEGA'S

On Sunday 14<sup>th</sup> 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.



### WEB CORNER

#### Emerging countries: lights and shades on wine market

In a global market where wine business is characterized by lights and shades, even the BRIC countries (Brazil, Russia, India and China) follow different directions. In 2016, while China achieved +16% in import values on 2015, Russia is still suffering. Brazil marked -3% in values, but +12% in volumes, with a decrease in premium wines, mainly Champagne whose volume diminished by over 40% in the last year, and by 70% compared with five years ago. India is still a "marginal" market, with less than 20€ million of wine imports (just above 41,000 hectoliters). Specifically, for 2016, in China Italy performed better than all its main competitors, reaching +39% in bottled still wines, which account for nearly 93% of total imports. A fully successful performance, considering the average in the category (+17%) and the average for direct competitors like Spain (+27%), Australia and Chile (24%), or the market leader's average (France, +12%). On the other hand, in Russia the most significant growth was registered by Spain (over 15%), and in Brazil by Chile, with a +14% achieved also thanks to Mercosur free trade agreements. Overall, future prospects for BRICs in 2017 seem to be positive. The recovery (or further growth) in wine import could be fostered by a more favorable macro-economic situation, connected to a recovery in the commodity prices (oil, minerals, agricultural products) and a strengthening in national currencies.



## MEMORANDUM

### PETALO HEART STICKER

A new window sticker has been created: "Petal Heart Sticker". It is perfect not only at Valentine's, but also to accompany any exhibition of Petalo Moscato and Petalo Manzoni Moscato Rosé. The image shows an example.



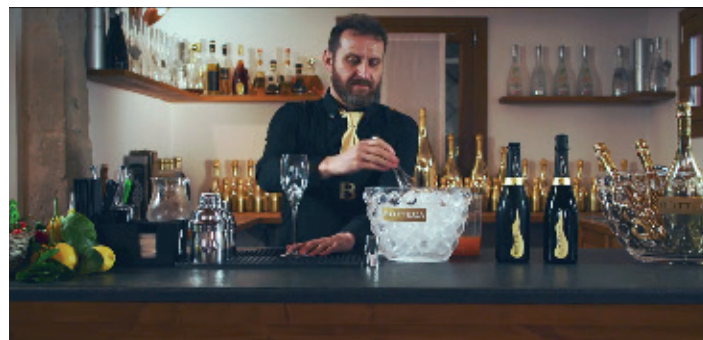
### NEW COCKTAIL

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.



### MIMOSA AND ROSSINI

Two more new videos have been released. They are dedicated to Mimosa and Rossini cocktails, presented by bartender Gabriele Ballan.



### TASTING SELECTION, CASA BOTTEGA AND CREAMS & LIQUORS CATALOGS

Tasting Selection and Casa Bottega catalogs have been re-printed after a few updates, together with Creams & Liquors catalog.

### PROMOTIONAL

Our Graphic Dept. has prepared a new set of promotional pics, where Bottega products are matched with flowers, fruit or food evoking immediate visual atmospheres and suggesting various pairings. The wines featured in the shooting are: Gold; Rose Gold, Amarone, Brunello, Chianti Classico and Pinot Grigio.



### CORRIERE VINICOLO

Corriere Vinicolo, in April issue distributed at Vinitaly, published a box with the pic and tech sheet of our Amarone Il Vino degli Dei.



### GAMBERO ROSSO: ADVERTISEMENT PAGE

April issue of Gambero Rosso magazine, distributed at Vinitaly, hosted Bottega corporate page "Italian Sparkling Life", dedicated to our glamour sparklings.

# BOTTEGA

## The perfect match

