

BOTTEGA NEWS

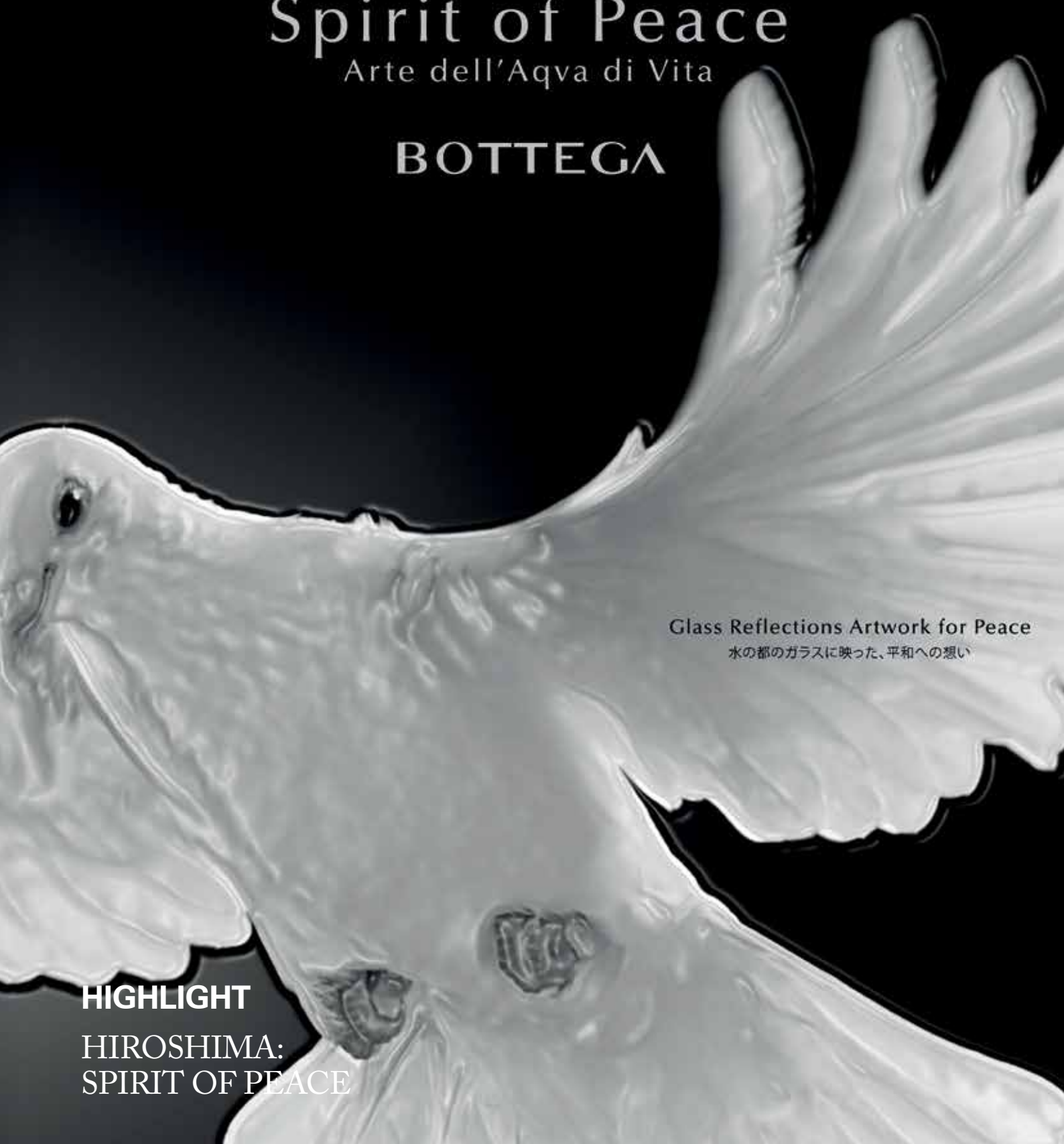
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BOTTEGA
SpA
Family Vintners & Master Distillers



Spirit of Peace

Arte dell'Aqva di Vita

BOTTEGA



Glass Reflections Artwork for Peace

水の都のガラスに映った、平和への想い

HIGHLIGHT

**HIROSHIMA:
SPIRIT OF PEACE**

MAIN EVENT

HIROSHIMA: SPIRIT OF PEACE

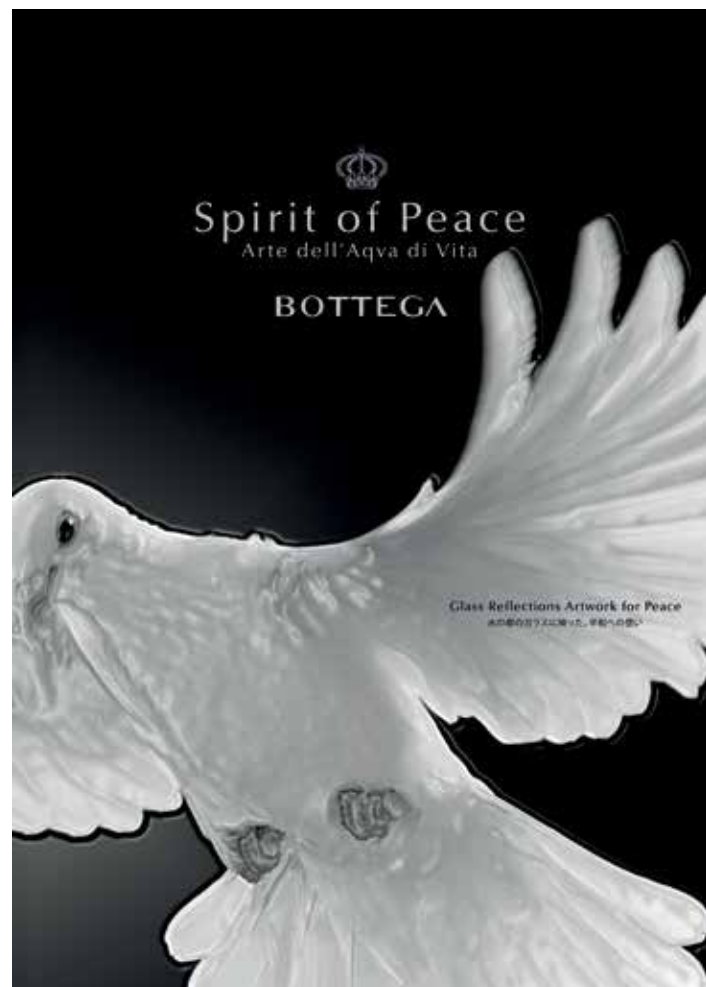
On 24th November 2017, at the prestigious Hiroshima Moca Museum, the Spirit of Peace exhibition was opened. Spirit of Peace is inspired by an art project by Sandro Bottega and was hosted in three museums in Hiroshima. The mayor Kazumi Matsui supported this initiative and officially opened the exhibition 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 opening ceremony was attended by over 100 people, including the city council president Masanori Nagata, local politicians, journalists and influencers, and the famous photographer Benjamin Lee.

THE EXHIBITION

The exhibition (25th November - 10th December) was spread across three 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.



MAIN EVENT

SPIRIT OF PEACE: 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.

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.



MAIN EVENT

SPIRIT OF PEACE: 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.



MAIN EVENT

CONTEMPORANEOUS EVENTS

On 29th November, under the aegis of UN, the conference "Towards a world free from nuclear weapons" took place, organized by UNODA (United Nations Office for Disarmament Affairs). After the conference, our sparkling Venezia Doc "Peace for the World" was served. The Mayor Kazumi Matsui accompanied Ms. Izumi Nakamitsu (United Nations Under-Secretary-General of Disarmament Affairs) to visit Spirit of Peace exhibition.

VISITORS

On 10th December, after 11 days, the exhibition was closed. It recorded a high number of visitors and many positive comments on its artistic significance and message of peace. Overall, 6,485 people visited the exhibition: 1,412 people at Moca, 369 people at Hiroshima Museum of Art, 4,704 at Hiroshima Prefectural Museum.

THE THREE MUSEMS IN HIROSHIMA

The three museums which hosted Spirit of Peace house a permanent collection of modern and contemporary masterpieces (European, Japanese, Asian):

MOCA - HIROSHIMA CITY MUSEUM OF CONTEMPORARY ART

MOCA, Hiroshima City Museum of Contemporary Art, is located in Hiroshima on top of the big Hijiyama Hill. Opened in 1989, it was the first public museum in Japan, exclusively dedicated to contemporary art. The museum was designed by the famous architect Kisho Kurokawa. The permanent collection at Hiroshima City Museum of Contemporary Art also features works by selected Japanese and foreign artists, including Andy Warhol, Frank Stella, Donald Judd and Henry Moore.

HIROSHIMA MUSEUM OF ART

Hiroshima Museum of Art is a private museum, founded in 1978 by Hiroshima Bank to remember the centenary of its foundation. The collection features nearly 90 European modern paintings by many famous European artists, including Monet, Van Gogh, Picasso, and nearly 90 works by modern Japanese painters, realized in a Western style.

HIROSHIMA PREFECTURAL ART MUSEUM

Reopened in 1986, after a skilled renovation, it is an urban museum which harmonically complements the green context of the famous Shukkei-en garden. The museum hosts many works of art related to Hiroshima prefecture, Japanese/ Asian craftsmanship, and other works created between 1920 and 1930. The Museum hosts over 3500 pieces.

ORIGIN OF SPIRIT OF PEACE PROJECT

Peace is undoubtedly the most precious asset for mankind, even more so at the beginning of this new millennium. From Hiroshima, capital of peace, which suffered the devastation of war, a message of brotherhood is spread to the whole world. To answer it, in 2015, on the 70th anniversary of the nuclear tragedy, Bottega showed its support to the constant activity of peace promotion and nuclear disarmament all over the world, which only Hiroshima can carry out in the light of its painful experience. Such awareness led to "Peace for Hiroshima", a blown glass grappa bottle with a white dove as a symbol of peace. To promote peace actions, Sandro Bottega donated one million Yen, the revenue from the sales of this product.

One year later, "Hiroshima for World Peace" was created: a box with "Peace for Hiroshima" grappa and a bottle of sparkling wine named "Peace for the World". In 2017, the project was developed into the Spirit of Peace Exhibition, which showcases blown glass bottles and objects specifically created to bring around a message of peace. A white dove is the symbol and logo of the exhibition, ideally connecting Hiroshima to the world, in the sign of the Japanese tradition of freeing doves in the air on 6th August every year.



GRAPPA CAKE
AT MOCA

During Spirit of Peace exhibition, Cafe Arch, inside Moca, served a special "Grappa Cake". The idea was born to let visitors enjoy the distillate on which the exhibition was centered. The recipe was created by Ms Etsuko Doi, the 98-year-old owner of "Asahi Coffee Shop group" to which Arch belongs. In 1949 Ms Doi founded "Asahi Coffee Shop" in Hiroshima city center, deeply marked by the destruction caused by the nuclear bomb. For over 60 years, she brought "western flavors" to her fellow citizens to let them approach a different culture. Up to date, Etsuko, despite her age, dresses elegantly and goes to her historic cafe to talk about her carefully prepared coffee and the cakes she created.



MEDITERRANEAN
DIET CONGRESS

On 22nd November, Hiroshima hosted a congress on the Mediterranean Diet, organized in Tokyo by the Italian Embassy at the Italian Institute of Culture. The event was sponsored by Barilla and Bottega. Gold, Rose Gold and White Gold were served during the event.



BOTTEGA NIGHT
IN HIROSHIMA

On 25th November, our customer Kure Yamashiro-ya, a wine bar in Hiroshima, organized a Bottega Gold Night. The guests highly enjoyed our Gold and sparkling wines.



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 Venedikà

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 Liqueurs

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

NEXT EVENTS



ANTEPRIMA AMARONE, VERONA, 3rd - 5th FEBRUARY,
PALAZZO DELLA GRAN GUARDIA

Anteprima Amarone will take place from 3rd to 5th February 2018 in Verona, in Piazza Bra, at Palazzo della Gran Guardia. This prestigious frame will host tastings and related events, for a new edition of this important event organized by Consorzio di tutela vini Valpolicella. Bottega will participate in the prestigious exhibition with Amarone Il Vino degli Dei and Amarone Prêt-à-Porter.

GRAPPA RISERVA PRIVATA BARRICATA

Description

Grappa Riserva Privata Barricata is a distillate for the most refined connoisseurs, created from a special selection of our production. Its intense amber color is indicative of a long aging in precious wood. Its bottle, with a squared base, has an innovative label which extends over two sides, embracing the corner of the bottle. The cardboard box depicts the bottle, which is made even more fascinating by a slightly opaque appearance.

Characteristics

Riserva Privata Barricata is an Amarone grappa, a perfect synthesis of the sunlight, wind and water that caress the grapes until the harvest. Obtained by distilling the fermented skins of the grapes used to produce the precious Amarone della Valpolicella, it is the result of the ability of masters distillers which transformed a solid raw material into a transparent, crystal-clear liquid, with an exceptional organoleptic profile. The long aging in Slavonian, Limousin and American oak barriques leads to its typical intense amber color and enriches its bouquet, creating an intriguing grappa which combines strength and uniqueness with charming hints of honey, vanilla, roasted cocoa and spices.

Serving Suggestions

Grappa Riserva Privata Barricata is best served at 14° C, in tumbler or large stem glasses, to enjoy its perfumes and aromas at their fullest. It is mainly a meditation distillate, but can also be mixed in cocktails and long drinks. It is a perfect match with dark chocolate.

- > Dark amber color, reminding of the most famous international distillates
- > Riserva di Amarone Grappa
- > Eye-catching emotional packaging
- > 5 Grappoli award at Bibenda 2017
- > Gold Medal (Anag Alambicco d'Oro 2016 Competition)
- > Distillate for connoisseurs and lovers of aged grappa
- > Soft and velvety on the palate
- > Hints of honey, vanilla, roasted cocoa and spices
- > Prestigious gift for any occasion
- > Riserva Privata indicates a personal selection
- > Range including Riserva Privata Classica and Riserva Privata Le Origini Selezione Aldo Bottega



LADY CHRISTY



Ingredients:

4/10 Grappa Riserva Privata Barricata; 2/10 Kalhua; 2/10 Amaretto; 2/10 milk cream.

Preparation:

Pour the ingredients in the shaker, add ice and shake energetically for a few seconds. Serve in a cocktail glass. Decorate with some coffee powder.

RECIPE

CHOCOLATE CHEESECAKE



Ingredients:

Ingredients for one cake: 100 g butter; 250 g crushed digestive biscuits; 600 g cream cheese; 1 small glass of Grappa Riserva Privata Barricata; 100 g powdered sugar; 5 dl liquid whipping cream; 100 g grated chocolate; cocoa powder to taste.

Preparation:

Melt the butter (in a small pan or microwave oven), add the crushed biscuits, stir well so that the biscuits absorb the butter. Spread the mixture on the bottom of a springform cake tin (18-cm diameter). Let it cool in the fridge for at least 1 hour. Meanwhile, beat the cream cheese, then add grappa and icing sugar. Whip 3 dl of cream until firm, then add it to the cream cheese. Finally add the grated chocolate. Spread the mixture evenly over the biscuit base and let it cool in the fridge for at least 2 hours. Remove the sides of the tin and place the cake on a plate. Whip the remaining cream, spread it over the cheesecake, dust with cocoa and serve immediately, along with a glass of Grappa Riserva Privata Barricata.

BOTTEGA PASSPORT

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.



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.



GIN BOTTEGA IN LONDON, DUBLIN, ON SINGAPORE AIRLINES FLIGHT 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 Bacùr 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.

HARVEY NICHOLS



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.



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.



SUDAFRICA: LEADING HOTELS OF THE WORLD

Sandton Michelangelo Hotel, a five star hotel belonging to Leading Hotels of the World, has selected our sparklings: Gold, Rose Gold, Petalo Moscato, Petalo Pink Manzoni Moscato. In its hall, the hotel created a charming tea room with gold and pink cakes. Sandton is a prestigious shopping district in Johannesburg, economic capital of South Africa.

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 PASSPORT

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.



GRIFFAIR ALITALIA

On 26th September 2017, The Church Palace Hotel in Rome hosted Alitalia event for the launch of the new Griffair fall/winter catalog. During the afternoon, in a hotel room specifically equipped for training nearly 150 flight attendants, we presented and tasted the products in Alitalia inflight catalog: Grappa Riserva Privata Barricata, Bottega Gold and Limoncino, along with some other products. Towards the end, three gift boxes with a lavish Bottega selection were awarded to participants in a lottery. To conclude the event, Bottega offered an aperitif with our wines. Laura Cavatorta, Director of Customer division Alitalia, was gifted with a Gold Jeroboam specially made for the event.



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.



BERLINO: BAR CONVENT

On 10th and 11th October 2017, Bottega participated to Bar Convent in Berlin with a stand. The event is dedicated to bars and mixology and took place in Berlin Station, an old post station.



SIGNORVINO

Signorvino, wine shops & restaurants chain owned by Sandro Veronesi, president of Calzedonia group, has listed Confezione Maestri and Confezione Exquisite in its assortment. With 15 brand shops, Signorvino closed 2017 with a revenue growth over 30%.

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.



WEDDING PLANNER EVENT IN BOTTEGA

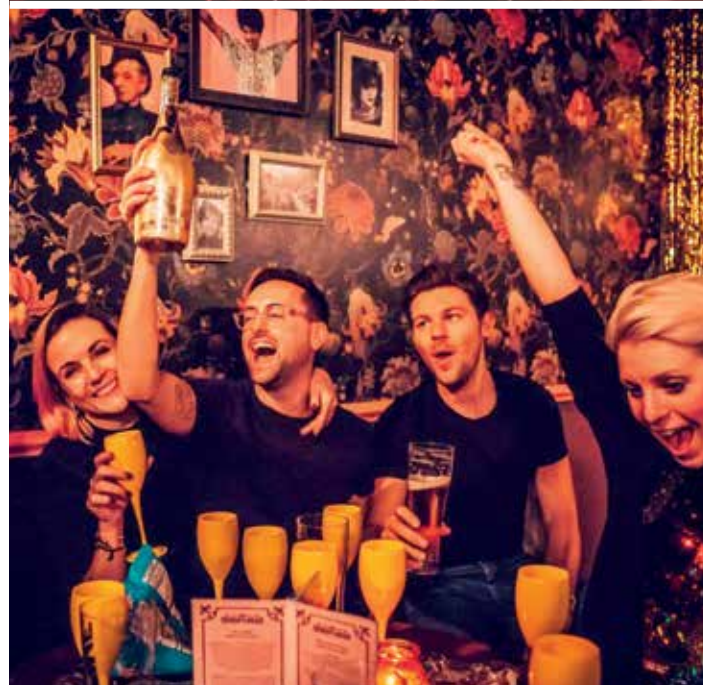
On 16th November 2017 Bottega hosted an event dedicated to wedding planners in Northeastern Italy to present Bottega proposals for special events like weddings, anniversaries, graduations, birthdays, etc... As suggested by the planners, we prepared four special corners: favors, personalized products,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



BOTTEGA PASSPORT

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.



MEMORANDUM

VALGATARA: WORKS STATUS

The picture shows the advanced status of restoration works in Valgatarà winery. The building is located in the heart of Valpolicella Classica, and will host the production of Amarone, Ripasso and other prestigious Valpolicella wines.



IGT DELLE VENEZIE BECOMES IGT TREVEZIE

Following the modifications in IGT denominations, starting from 2017 harvest, the denomination IGT delle Venezie no longer exists. It will be replaced by the denomination Igt Trevezie. Our wines involved in this modification will have the following new codes:

- > V13051075 Chardonnay IGT Trevezie Bottega cl 75
- > V13052075 Cabernet Sauvignon IGT Trevezie Bottega cl75
- > V13052075N01 Cabernet Sauvignon IGT Trevezie Bottega cl 75 Screw Cap
- > V13053075 Merlot IGT Trevezie Bottega cl 75
- > V13053075N01 Merlot IGT Trevezie Bottega cl 75 Screw Cap
- > V13054075 Sauvignon IGT Trevezie Bottega cl 75

The new articles will gradually be available from January 2018 according to warehouse stocks.

CONFEZIONE EXQUISITE

Confezione Exquisite (cod. I/E05087) currently features Grappa Alexander Exquisite Valpolicella (cod. I/E05087V), as Exquisite Bolgheri is not available.

GIN BACUR - 1 LITRE

The new 1 litre bottle for Gin Bacur Bottega 40% vol. cl 100 (cod. I/E10065100N) is available. This product is also characterized by its special copper-gilded color.



VINTAGE QUALITY CARD

Bottega created a card with the quality indications for the vintages of the following wines: Prosecco Doc, Prosecco Docg, Moscato, Collio, Doc Venezia, Pinot Nero, Valpolicella wines, Bolgheri, Montalcino wines, Chianti.

BOTTEGA

