

BOTTEGA NEWS

BOTTEGA
SpA
Family Vintners & Master Distillers



HIGHLIGHT

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

HARVEST FESTIVAL:
CONTEMPORARY POP
MUSIC REINTERPRETED
BY ALBERTO GROLLO
& 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.



IWSR RESEARCH:
BOTTEGA - FIRST SPARKLING WINE
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.



Top 20 Sparkling Wine Brands
in Travel Retail

Rank	Rank	Brand	Category	Volume	Volume	Mkt Share	% Chg
2016	2015			2015	2016	2016	2015-'16
1	1	Moët & Chandon	Champagne	190.7	195.9	13.0	2.7
2	2	Veuve Clicquot	Champagne	120.2	131.2	8.7	9.1
3	4	Bottega Prosecco	Other Sparkling	105.4	125.1	8.3	18.7
4	3	Freixenet	Other Sparkling	107.3	112.2	7.4	4.6
5	5	Martini	Other Sparkling	62.8	66.8	4.4	6.5
6	6	Zonin	Other Sparkling	61.4	63.8	4.2	3.8
7	7	Henkell	Other Sparkling	60.8	59.1	3.9	-2.7
8	8	Taittinger	Champagne	43.7	45.0	3.0	3.2
9	9	Petalo D'Amore	Other Sparkling	43.1	44.8	3.0	3.8
10	10	Nicolas Feuillatte	Champagne	37.4	43.5	2.9	16.3
11	11	Pommery	Champagne	36.5	36.1	2.4	-1.0
12	12	Heidsieck Monopole	Champagne	34.2	33.7	2.2	-1.4
13	13	Jacquart	Champagne	33.6	32.8	2.2	-2.5
14	14	Dom Pérignon	Champagne	29.8	31.7	2.1	6.5
15	15	Laurent-Perrier	Champagne	28.9	28.4	1.9	-1.8
16	16	Lanson	Champagne	26.8	27.2	1.8	1.7
17	25	Charles Heidsieck	Champagne	13.0	23.7	1.6	81.7
18	18	Chandon	Other Sparkling	23.3	23.5	1.6	1.2
19	19	Charles Lafitte	Champagne	21.7	22.0	1.5	1.4
20	26	Perrier-Jouët	Champagne	10.0	19.1	1.3	91.4
Others				331.4	345.7	22.9	4.3
Total				1,421.8	1,511.3	100.0	6.3
'000s of nine-litre cases				Source: The IWSR			



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.

NEXT EVENTS



MERANO WINE FESTIVAL,
MERANO, 10th -14th NOVEMBER,
GOURMETARENA SECTION

Merano WineFestival is an elite, elegant event. Every year, the most renowned Italian and foreign companies take part in the exhibition to present their best products to a selected public.



MEADFA CONFERENCE,
BEIRUT, LEBANON, 20th-21st NOVEMBER,
PHOENICIA HOTEL BEIRUT

Also this year, Bottega is participating to Meadfa (Middle East & Africa Duty Free Association) in Beirut, Lebanon’s capital city, on 20th-21st November 2017.

MAIN NEWS

HIROSHIMA:
THE MAYOR KAZUMI MATSUI
PRESENTED SPIRIT OF PEACE

On 5th August 2017, the day before the tragic 72nd anniversary of the atomic bomb, Kazumi Matsui, mayor of Hiroshima, presented our exhibition Spirit of Peace. The exhibition will be hosted in three museums: MOCA Museum (Hiroshima City Museum of Contemporary Art), Hiroshima Museum of Art, Hiroshima Prefectural Art Museum.

The official announcement was made during a gala dinner at the prestigious Rihga Royal Hotel, where the guests included many ambassadors, Japanese politicians and a small delegation of Hibakusha, who survived the bomb. In this occasion, “Peace for the World”, a special Venezia Doc Bottega, was served.

SPIRIT OF PEACE:
SUPPORT OF THE ITALIAN
EMBASSY IN TOKIO

At the beginning of September, Asako Hirano, our export manager for Japan, met the Italian ambassador in Tokyo Giorgio Starace, who agreed to support our exhibition.



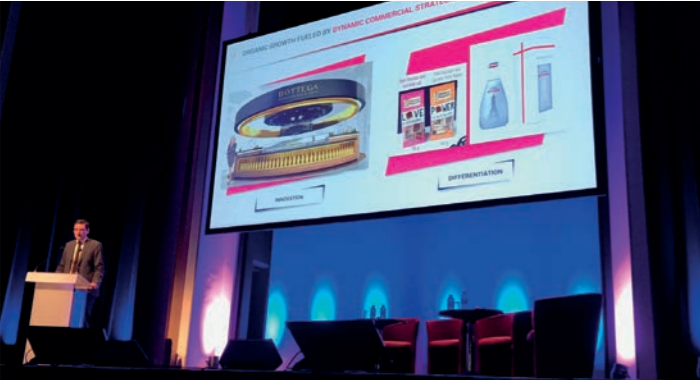
BOTTEGA PASSPORT

BOTTEGA GOLD AT LAS VEGAS AIRPORT

Bottega Gold conquers another prestigious vitrine: the duty free shop at McCarran Las Vegas International Airport, the main door to the world capital of gambling. With this listing, Bottega is present in 9 of the most prestigious and busiest American airports: JFK and La Guardia (LGA) in New York, Los Angeles (LAX), San Francisco (SFO), Miami (MIA), Atlanta Hartsfield-Jackson (ATL), Washington-Dulles (IAD) and Honolulu (HNL) in Hawaii.

PARIS: PROSECCO BAR QUOTED AS AN EXAMPLE OF INNOVATION

On 26th September, Maison de la Chimie in Paris hosted Duty Free Partners Forum. During the event, Lagardere group presented our Bottega Prosecco Bar Concept as an absolute example of innovation. Worldwide Lagardere suppliers and top management took part in the event, during which the development program 2018-2020 was presented.



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.



LONDON: PROSECCO SPRINGS

From 11th to 14th May 2017, in London Shoreditch, Ovalspace hosted Prosecco Springs event. Bottega took part with 7 producers, serving Prosecco to a large number of consumers, mainly women in their thirties. Each of the six sessions, hosting 600 participants, was fully booked already one week before the event.



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.



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 pic. Since 2014, Cinderella has been housing our first Bottega Prosecco Bar.



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.



BOTTEGA PASSPORT

CYPRUS:
LIMASSOL BOAT SHOW

From 5th to 7th May 2017, Limassol tourist harbor hosted the most important Boat Show in the country. Bottega participated in the event with a Bottega Gold tasting table.



GENOA:
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 VITRINES

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.



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.



WEB CORNER

The aperitif, a ritual bringing Italy and millenials together

According to a research by TradeLab, Millennials choose the aperitif to socialize and meet friends. Cocktails remain their favorite products, as 2017 has witnessed an increase in aperitif’s lovers, especially among the Millennials (18-24), more and more focused on cocktail quality and pairing with typical and gourmet food. 34% of the sample (aged 18-44) has declared that they have been going out more in the last 12 months, with the percentage reaching 42% among the younger. The main reason behind this trend is the desire to spend time with friends (45%). Sociality (24%), entertainment (20%) and conversation (16%) are the best keywords to describe the aperitif. The Italian aperitif is a ritual which was born in Turin in mid- eighteenth century, when Vermouth was created, and which is extremely popular to date. Over 1.3 million residents in Milan, Rome and Bari have enjoyed an alcoholic aperitif over the last 6 months (52% male and 48% female). The percentage of regular clients is 89%, reaching 91% among the younger (18-24). The research has focused on the two major Italian cities and on a Southern city which still preserves the old-style aperitif ritual, which is a short and with some snacks. In Milan, after the boom in the Eighties, the aperitif has turned into “aperi-cena”, a sort of aperitif- dinner, being so lavish that it can fully replace a dinner (for 6 people out of 10). 9 Millennials out of 10 get information on where and how to get their aperitif, searching mainly (but not only) on Google (60%), Tripadvisor (45%) and Facebook (40%), mainly in the North. This trend started in New York, where countless apps were created to help consumers choosing clubs and aperitifs focused on quality. Over the last three years, the preferences have gone towards special clubs like oyster or langoustine bars, fish shops, kiosks, chiringuitos, wine bars and clubs inside restaurants or hotels, which offer a more refined pairing with food. 64% of people aged 18 - 44 prefer cocktails, followed by Prosecco (35%), beer (32%) and white wine (24%). The last frontier in the new trends is the cocktail during dinner.

MEMORANDUM

PINOT GRIGIO
COLLIO DOC BOTTEGA

The new Pinot Grigio Collio DOC Bottega (code V13069075) is available. Precious grapes are grown in Collio area. In Italy, this area is considered as the most suitable for the production of white wines and is located in the Eastern part of Friuli Venezia Giulia region, among Slovenia, Austria and the Julian Alps. Being close to the Adriatic Sea, the microclimate is mild and temperate, with constant winds and abundant, evenly distributed rainfall. The result is a harmonious white wine, with a good structure, with an intense and refined bouquet, and fresh hints of acacia and hawthorn flowers, fruity aromas and a mineral note.



BITTER
ACCADEMIA
CL 100

È stato rimesso in produzione il Bitter Accademia 21% vol. da 100 cl (cod. I/E42023100).



BRUNELLO
DI MONTALCINO
VINTAGE 2012

Stocks of Brunello di Montalcino vintage 2012 are completely depleted. Please, accept only orders which are suitable for collection in 2018.



SAMBUCA
BOTTEGA

From next productions, Sambuca Bottega will have a mark with a Double Gold Medal, awarded at 2017 SFWSC San Francisco World Spirits Competition.



BOTTEGA
EXTRAVIRGIN
OLIVE OIL

As per the new Regulation 1169/2011, we included a nutrition information panel in the back label of Bottega Extra Virgin Olive Oil cl 75 (code V66001075). From the next production, for reasons related to dimensions, the back label will no longer be in three languages (Italian, English, German), but only in Italian and English. The nutrition information panel will be in 5 languages: Italian, English, French, German and Dutch.



WITH SYMPATHY:
IAN SMITH

On 9th September, Ian Smith suddenly passed away. In his role as Sales Director for Matthew Clark, he was a competent, loyal partner who contributed to the establishment of Bottega Brand in Great Britain. His deep knowledge of beverage sector in UK and his ability to develop important relations led him to cooperate for over 30 years with the group leading Matthew Clark. In September 2015, he was appointed as Deputy Manager Director. We fondly remember him and express our affection towards his family.

