

Flight WTCE DailyNews

World Travel Catering
& Onboard ServicesEXPO 10 - 12 April 2018
Hamburg Messe, GermanyIncorporating
Passenger
Technology
Solutions 10-12 April 2018
Hamburg Messe, Germany

Taste of Travel Theatre

What's on at the Taste of Travel theatre
Hall A2

10:30-11:15
Embracing superfoods
James Strawbridge,
Posh Pasty Company:
new products in the
hot savoury sector

11:30-12:15
*How to build a brand
and get your product
onboard*
Alan Hayes,
With expert panel

12:30-13:00
Networking lunch

13:30-13:15
Don't waste it!
Gerard Bertholon,
Cuisine Solutions:
creating delicious from
discarded food

14:30-15:00
Chat with an expert
Onboard Hospitality
Mentors give their
personal insights



Capturing
Crea-tive
flavours

Page 8



◀ **GLASS ACT:**
Sandro Bottega and
Valentina Dalle Mule

Bottega branches out with a glittering array of new alcoholic lines

► By **BETH STEVENSON**

Italian wine maker Bottega is one of several companies using WTCE to launch or showcase new products. The family firm and Hamburg regular is introducing a number of new lines here, including individual-sized servings of its gin, liqueur and still wine.

The company, based near Venice, is best known for its Prosecco variants, with 60% of turnover generated from these sales – but it also provides spirits, liqueurs and still wines, and launched a 50cl version of its Bacur gin at the show.

There is a trend for craft gin in the market at the moment, says Valentina Dalle Mule, export area manager

for airlines at Bottega, so the company has introduced the individual serving of the gin in its famous shiny bottle.

Bottega has also introduced a liqueur selection at the show, offering individual servings of different flavours – two of which are dairy free – that would be suitable as a gift, and a selection of 187ml servings of its still wines.

Bottega – which is represented at the show by founder Sandro Bottega – provides the various products for duty free shopping, buy-on-board consumption, or in airport lounges.

Bottega has also begun to establish Prosecco bars at a number of different airports, 13 of which are now up and running – the most recent bar at Birmingham International opened this month, Mule says.

In its alcohol collection, Bottega develops 18 sparkling and 25 still wines, 20 types of spirits, and 15 liqueurs – all of which are produced in house, and the grapes for the wine are grown by the company.

Another product on show this week that will appeal to the wine lover is an ice bag filled with small bottles of Bottega's sparkling wines. The line is now available for pre-order on Virgin Atlantic flights.

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