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Bottega Prosecco moves up in IWSR ranking

By Steve Pawlett



Among the range of Bottega sparkling wines, Bottega Gold Prosecco – with its iconic gilded bottle – is immediately recognizable and appreciated for its elegance and personality. Bottega Prosecco is now number two in the global travel retail market among Champagne and sparkling wine brands, according to the 2017 IWSR ranking.

The only brand ahead of Bottega is Moët & Chandon, and Bottega Prosecco is the world's number one sparkling wine in global travel retail, excluding Champagne. In the same survey, "Il Vino dell'Amore Petalo Moscato" (Bottega Sweet Moscato) ranks number four among Italian sparkling wines.

The duty free and travel retail market remains an important channel. Beyond its economic importance, it is a vital market for increasing a brand's reputation, heightening its image and raising its price positioning.

The strong performance of Bottega Prosecco in this market is, according to Bottega, due to the high quality of the wine itself, which is a result of continuous research and constant monitoring of the entire production process, from vineyard to bottle. Among the range of Bottega sparkling wines, Bottega Gold Prosecco – with its iconic gilded bottle – is immediately recognizable and appreciated for its elegance and personality.

After 30 years of presence, Bottega is now one of the leading players in this market thanks to the intuition of owner and managing director Sandro Bottega, who foresaw the great potential of this business. It started with artistic, blown glass bottles of grappa, and eye-catching distillates and liqueurs, but sparkling wines have also been crucial for the success of the brand.

"I'm extremely proud and satisfied to achieve this result, which is due to a combination of quality, packaging and passion. I dedicate this to all my team, who work closely every day with the key players in the market to promote our brand," said Sandro Bottega.

Further insight into the leading sparkling wines in duty free can be found in the *IWSR Magazine* September issue.

In 2015 Bottega was awarded "Best Supplier of The Year" at the Frontier Awards, and "Producer of the Year" by ATRI (Italian Association of Travel Retail) in Milan. Sandro Bottega was also honoured to receive the "Riedel Winemaker of the Year Award" at a ceremony held at the historic Biagio Ristorante in Toronto in April.