

A prosecco toast: SSP and Bottega hail success of Birmingham Airport bar

by Colleen Morgan

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UK. SSP and Italian drinks brand Bottega have celebrated the first anniversary of the Bottega Prosecco Bar at Birmingham Airport.

[As reported](#), the bar opened last year with the aim of recreating the atmosphere and ambiance of a typical Venetian Bacaro bar.



Celebration time at a special event to mark the Bottega Prosecco Bar's first anniversary. Pictured (from left to right) are: Birmingham Airport Commercial Director Richard Gill; Birmingham Airport Business Development Director Jo Lloyd; Bottega Owner and Managing Director Sandro Bottega and Birmingham Airport CFO Simon Richards.

A customised Jeroboam Bottega Gold bottle was presented to representatives of SSP at a special event on 4 April. Guests included Bottega Owner and Managing Director Sandro Bottega; Birmingham Airport Commercial Director

Richard Gill; Birmingham Airport CFO Simon Richards; Birmingham Airport Business Development Director Jo Lloyd; SSP Operations Manager Andrea Taylor and SSP General Manager (Factory Bar and Bottega) Paulina Jedynak.

According to Bottega, the bar's first year has offered "outstanding" results.

Sandro Bottega said: "I am very happy about the success of this concept, which reflects the core values of Bottega and aims to promote and enhance the reputation of Italy in the oenological and gastronomic fields.

"It's great to acknowledge that British and global consumers appreciate prosecco and our culinary tradition made of simplicity, genuineness and taste. We are very grateful to SSP and to Birmingham Airport for believing in the project and supporting its development."



The Bottega Prosecco Bar at Birmingham Airport aims to offer the taste and feel of a typical Venetian Bacaro bar.

Smith commented: "We're delighted to be celebrating our first anniversary of this exciting and innovative concept. The Bottega Prosecco Bar has been very well received by passengers, and I'd like to thank the team for all their hard work in making it such a success".

Gill added: "It has been a successful first year for the bar which launched back in March 2018. Since then the bar was presented with the Airport Bar of the year award at the Drinks International Travel Retail Awards 2018, this is a great accolade for both the Airport, Bottega and SSP.

"Birmingham Airport looks forward to toasting to a successful first year of bringing the Italian tradition of fine wine and food to our passengers. We look forward to working with Bottega and SSP on continuing this success and providing a great experience for our 13 million passengers that use the airport each year."

The Bottega Prosecco Bar at Birmingham Airport was the 11th opened worldwide. The format made its debut onboard the Viking Line *Cinderella* cruise ship in 2014 and Bottega has since opened 16 variations of the concept in locations including the Seychelles, South Korea, Gibraltar, Bulgaria, Oman and Tanzania.

The latest addition is scheduled to open this month at the Arena Birmingham boardwalk, followed later this year by five other venues in Dubai, Abu Dhabi, Italy and Malaysia.

NOTE: The Moodie Davitt Report also publishes The Foodie Report, the world's only media focused on airport (and other travel-related) food & beverage. The Foodie Report Newsletter is published every two weeks and The Foodie Report eZine every month.

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