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Bottega to showcase best-sellers at WTCE catering show

By Mary Jane Pittilla



Bottega will introduce a miniature bottle of its Gin Bacûr at the WTCE show in April

Italian winery and distillery Bottega will showcase its products for the travel retail sector at WTCE, the event dedicated to travel catering and onboard retail products, taking place in Hamburg from April 2 to 4.

At the show, the company will introduce a miniature bottle of Bottega Gin Bacûr, a distillate produced in Italy.

Valentina Dalle Mule, Area Manager Airlines, Bottega, said: “This product reflects Bottega’s experience with grappa and brandy, and represents the high level of distillation techniques achieved by Italian distillers. This gin hits all the right notes synonymous with Italy: authenticity, taste, and of course, style.”

This year, to mark the 20th anniversary of the Aircraft Interiors Expo, which runs alongside the WTCE show, Bottega has created a specially designed Bottega Gold Prosecco bottle: a Jeroboam customized with the company logo that will be handed to the Event Director during a celebratory meeting on April 2. The bottle will be exhibited in the buyers’ Airline Club Lounge.

In this business segment, the star product is the range of 20cl bottles: an assortment of four premium Italian sparkling wines, which includes Prosecco (Bottega Gold and Il Vino dei Poeti Prosecco DOC), rosé from Pinot Nero grapes (Bottega Rose Gold), and a sweet moscato wine (Il Vino dell’Amore Petalo Moscato).

Bottega has introduced its small-format bottles to 13 airlines this year, bringing its total number of airline listings up to 27, as well as several rail operators.

Sandro Bottega, owner and Managing Director of Bottega Spa, said: “Our 20cl bottles are proving a valuable addition to our range. They tap into the increasing trend for treating and instant gratification and have particular appeal to the all-important millennial consumer. They are, of course, ideally suited for the travel market as they are easy to handle and serve onboard and are perfect for passengers looking for a single serving of Prosecco.”

The 20cl format is also available in a range of pack sizes holding two, four and six bottles.

Bottega’s products are listed in the catalogues of more than 50 airlines and globally present at all of the most important duty free shops, the company said.

The products will be available for tasting at Hall A4 Stand 4B31 in Hamburg.

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