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Bottega unveils new products for key Asian market

By Chris Madden in Asia/Pacific, Liquor & Wines, Product News, Regions April 29, 2019

Italian winery and distillery Bottega will showcase a number of new releases for the Asian market at the TFWA Asia Pacific Exhibition in Singapore next month

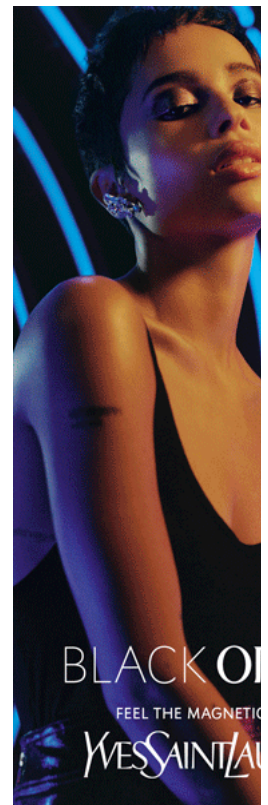


The Asia Pacific market is a "key" target for Bottega as it looks to take advantage of the emerging consumers in the region, according to Owner and Managing Director Sandro Bottega.

Speaking ahead of the TFWA Asia Pacific Exhibition in Singapore, Bottega called Asia Pacific a "crucial market" and said he believes the region will account for 50% of sales in the long term.



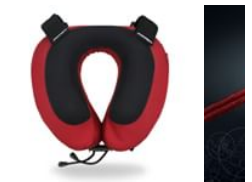
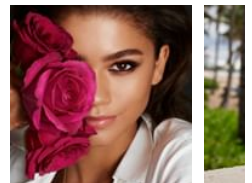
To make the most of the opportunity, Bottega will release a series of new products into the Asia Pacific market this year.



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Bottega Ginger is an organic liqueur which responds to the current trend for “superfoods” and healthy products. The organic ginger is sourced in Vietnam and China and goes through a cryo-maceration process to produce a “more intense, refined and elegant” wine.



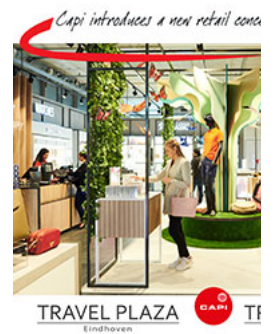


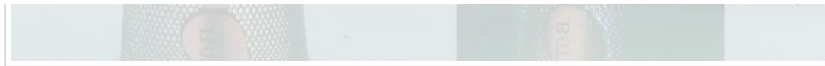
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A new version of **Bottega Gin Bacur** features botanicals including juniper berries, sage and lemon zest. It is available in four sizes: 5cl, 50cl, 70cl and 100cl as well as a 10cl spray version which is popular with bartenders.





Sparkling wine **Bottega Stardust Rosé** was created from a rare grape. It has a delicate rosé colour and an intense bouquet including rose petals, peach, exotic fruits and a spicy finish. The

bottle is decorated with hundreds of diamond cut crystals, which give it potential as both a self-treat and gifting purchase.



Bottega Limoncino Bio is an organic version of the brand's popular liqueur and is made with ingredients including Femminello Siracusano lemon peels and organic alcohol and sugar.



Bottega Florenzia is a red wine produced in Tuscany from Sangiovese, Cabernet Sauvignon, Cabernet Franc and Merlot grapes. It has a bouquet of red and black berries, spices and violet.

Visitors to the show will also be able to view classic Bottega products such as the iconic **Bottega Gold**.

Bottega will be exhibiting at the TFWA Asia Pacific Exhibition & Conference at Basement 2, Stand M9.

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