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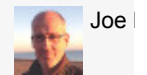


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1 Condividi

Bottega: Prosecco set for next level of premiumisation

17 June, 2019
By Shay Waterworth

Bottega Spa owner Sandro Bottega believes that prosecco is set to enter a new era of premiumisation.

After category growth slowed to the smallest increase in sales since 2011, reports have suggested that prosecco may have fallen out of favour with UK consumers.

However at a vertical tasting event that took place in London last week, Bottega shared his thoughts on the future of prosecco and why the Italian sparkling wine will continue to grow.

“Prosecco is one of the UK’s most popular drinks,” said Bottega. “Which can in part be attributed to the price some producers are selling it for, but it is also an extraordinary wine that owes its value to its limited availability within the region.”

Bottega also expressed his concerns about the potential expansion plans for the cultivation area within the Veneto region, stating that this could destroy prosecco’s positive image, which has been built on decades of hard work and traditional winemaking practices.

“At Bottega, we are not favourable to the expansion of the cultivation area, which places a focus on quantity over quality. Instead, we see growth in the category coming from a new era of premiumisation.

“We have therefore focused our attention on the launch of a new, higher standard range of wines that highlight the typicality of the grape and the unique characteristics that can only be found in quality prosecco.”

Bottega Spa recently expanded its premium prosecco offering such as the new Bottega Ancestral and Bottega Gold. This premium focus has also been reflected in the brand’s wider range, in particular with the launch of the Bottega Rose Gold, which has seen double-digit sales growth as pink hued wines continue to surge in popularity within the UK.



Sandro Bottega

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