

BOTTEGA UNVEILS NEW SPARKLERS FOR CANNES

Bottega will launch an unfiltered Italian sparkling wine called Bottega Ancestrale in Cannes later this month

Bottega Ancestrale is made according to an old method in which the secondary fermentation takes place in the bottle. "The wine is not disgorged to remove any sediment or lees remaining afterward," says Sandro Bottega, company owner and managing director.

"This process makes this unfiltered wine similar to an Ancestral method wine: a risky and difficult-to-control method of producing sparkling wine—certainly the oldest one—which requires thorough attention and care across the various steps to guarantee the required quality."

Bottega will also present buyers with Bottega Stardust Rosé, a sweet sparkling wine made with rare Manzoni Moscato grapes and presented in a striking pink glass bottle decorated with crystals to create a stardust effect.

Other novelties on the Bottega stand on Cannes include a new liqueur, Bottega Pomegranate, made with Sicilian pomegranates, and new bottle sizes for the company's Bottega Bacûr gin, which is made with Tuscan juniper berries, Veneto-grown sage and Sicilian lemon zest. The new bottle sizes include a 5cl miniature bottle and a 1-litre version.



B&G OFFERS TRAVELLER EXCLUSIVES

Bordeaux-based French wine producer Barton & Guestier is putting its new travel retail exclusive range in the spotlight at the exhibition.

The five-strong range features the same packaging cues as the recently revamped domestic IGP varietal and appellation wines: a red wax seal, a neckband on four of the five wines and a minimalist-style bottle label.

The five wines are a Bordeaux red, white, Saint-Emilion, Châteauneuf-du-Pape and a Côtes de Provence rosé.

Barton & Guestier will also launch a gift pack for its Château Magnol, AOC Haut-Médoc, Cru Bourgeois wine, 75% of which is sold in travel retail.

The diptyque graphic design features an illustration of the historic Château Magnol, while mentioning the winery's environmental credentials and international wine awards.

B&G sells more than 1m bottles of wine each year in travel retail. "Working in close cooperation with our travel retail partners and offering exclusivity to travellers is a must today", said Philippe Marion, B&G sales & marketing director. "We do masterclasses and staff training for our trade partners. Exchanging ideas for brand building is key."