

Bottega opens third Italian airport Prosecco Bar in Bologna

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ITALY. Italian winery and distillery Bottega has unveiled its third Italian airport Bottega Prosecco Bar at Bologna Guglielmo Marconi Airport.

The new venue offers own-brand Prosecco and wine among a broad selection of drinks, along with traditional specialties including Italian plates made with Mediterranean ingredients.



The Bottega Prosecco Bar venue at Bologna Guglielmo Marconi Airport is the 18th opening for the format worldwide

The idea for the Bottega Prosecco Bar was originally inspired by the philosophy of the Venetian *bacaro*, an informal tavern, where food is mainly presented as *cicheti*, traditional food bites to be consumed at the counter.

Bottega hopes to replicate the success of its **opening** in Terminal 3 at Rome Fiumicino in April this year, where demand has already led to 150 new seats being added to the original capacity.

Bottega Owner and Managing Director Sandro Bottega said: “Bologna Airport is the international gateway for tourists heading to Bologna and all the towns that compose the food excellence and culture mosaic of central Italy.

“The venue reflects the core values of Bottega and aims to enhance the reputation of Italy in the oenological and gastronomic fields. We are very grateful to Aeroporto Guglielmo Marconi di Bologna for believing in the project and supporting its development.”



Bottega says the bar is a collaboration between sommeliers, chefs, architects and designers

Aeroporto di Bologna Retail & Advertising Business Development Manager Nicola Gualandi said: “Aeroporto di Bologna has been committed for years in pursuing a distinctive, premium quality gastronomic proposal, inspired by the iconic products of Italy. We are therefore pleased to welcome, within our commercial offer, Bottega Prosecco Bar, a format which represents a further and important implementation of the company business strategy.”

The Bottega Prosecco Bar format debuted in 2014 on-board the Viking Line *Cinderella* cruise ship, and other airport venues include Milan Malpensa, Burgas, Varna and Birmingham.

Bottega also announced that four more Bottega Prosecco Bar venues will open later in 2019 in Dubai, Abu Dhabi and Malaysia, plus a pop-up bar onboard the *Amorella* cruise ship.