



Bottega : Stop treating Prosecco like beer

the
drinks business

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Sandro Bottega , founder of high-end Prosecco brand Bottega , would like consumers to stop drinking the Italian fizz in the same way they would beer.



Speaking during an online tasting of the Bottega range last week, Bottega said that he'd like to change consumer mindsets with regards to how Prosecco is consumed.

“Prosecco is something you can drink throughout a meal, not just as an apéritif. It can be enjoyed with everything from pasta and pizza to barbeque food.

“We always drink Prosecco with food in northern Italy, and enjoy it throughout a meal. But in

other parts of the world it's treated more as an apéritif. I don't want people to only drink it like a beer after work – the best way to enjoy a **Prosecco** is during a meal, and it has a great ability to refresh the palate between dishes.

“We have to educate consumers and teach them to enjoy **Prosecco** with food.”

When it comes to glassware, **Bottega** advocated the use of a Burgundy glass over a flute to get the best from **Prosecco**.

“You get better perlage in a flute, but you don't get the same quantity of aromas that you get from a Burgundy glass. **Prosecco** should be enjoyed in a large wine glass.

He also advised against vigorously swirling **Prosecco** in the glass in order to retain its freshness.

“You should always wait for a few minutes after opening a bottle of **Prosecco** before drinking it to let the sulphites settle down,” **Bottega** said.