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BOTTEGA OPENS ROOFTOP PROSECCO BAR IN LONDON

Leading Prosecco brand Bottega has opened its first rooftop Prosecco bar in London in collaboration with the Accor hotel group.

Called Bottega Terrazza @ Bokan, the swanky bar, squirrelled away inside the five-star Novotel London Canary Wharf, serves Bottega's wines and spirits paired with Italian cuisine.

Housed on the rooftop of the hotel, on the 39th floor with sprawling views out over London's iconic skyline, the collaboration with Accor represents "an important point of arrival for our project and is a stimulus to maintain and further improve the quality of our products and our service," Bottega president, Sandro Bottega, told *db* exclusively.

The first Bottega bar in a hotel was launched in Oman at the Grand Hyatt Hotel in Muscat, followed by one in the Seychelles on the beach of the Hilton Labriz Hotel, and in Tokyo on the terrace of the Anchor Gate Hotel.

Meanwhile, the recovery of Bottega Prosecco continues following the decline recorded in 2020 linked to the collapse in sales in the duty free channel, which in 2019 generated 25% of the company's revenues.

In the first quarter of 2021, Bottega recorded a growth of +31.9% compared to the same period of 2020 and also +11.5% compared to the same period in 2019. Bottega is optimistic about sales in duty free, as well.

