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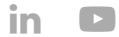
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Peter Marshall (PM): Welcome to trunblocked.com, Sandro. Can we start this conversation with you sharing some of the history behind the Bottega bar. What was the inspiration and what you see as your DNA?

Sandro Bottega (SB): Many thanks for inviting me, Peter. It's a pleasure to have a chat with you. Well, "Prosecco Bar" is a concept I created with the aim of exalting the excellence of our country and delighting the palate of the consumers. More specifically, it is based on the philosophy of the Venetian bacaro, that is an informal osteria where food is presented both as 'cicheti' – appetisers to be eaten at the counter, as well as more structured dishes to be served at table. Not only Prosecco, but also other sparkling and still wines are served, in order to widen the range and offer the right food & wine pairing.

The Prosecco Bar format was launched in 2014 on board Viking Group's Cinderella ship, which

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reputation of our brand. Prosecco Bar is becoming the right place to relax during shopping and to enjoy a glass of wine and eat some tasty dish, while waiting for the next flight.

PM: It's early days, of course, as you only opened three months ago, but what have your learnings been?

SB: I have to say the impact was immediately positive. We have registered interest and curiosity from travelers, the concept is really appreciated. Obviously there are some aspects to improve, as every venue is different from the others.

PM: It's a bar and a cafe. Interesting to see the range of liquor brands on offer as well as Bottega's own distinctive prosecco range, wine and gin offerings. But, other than the overall design, the quality of build and the seating, what stood out for me especially was the food. I understand that it's freshly cooked every day on the premises. Tell us more.

SB: The project's mainstay is the "Perfect Match" – that is the ideal pairing of typical food from Italian regional cuisine and the different wines offered by Bottega. This is not a selection of

PM: One last question, Sandro. If you had three things to say to the trunblocked.com global

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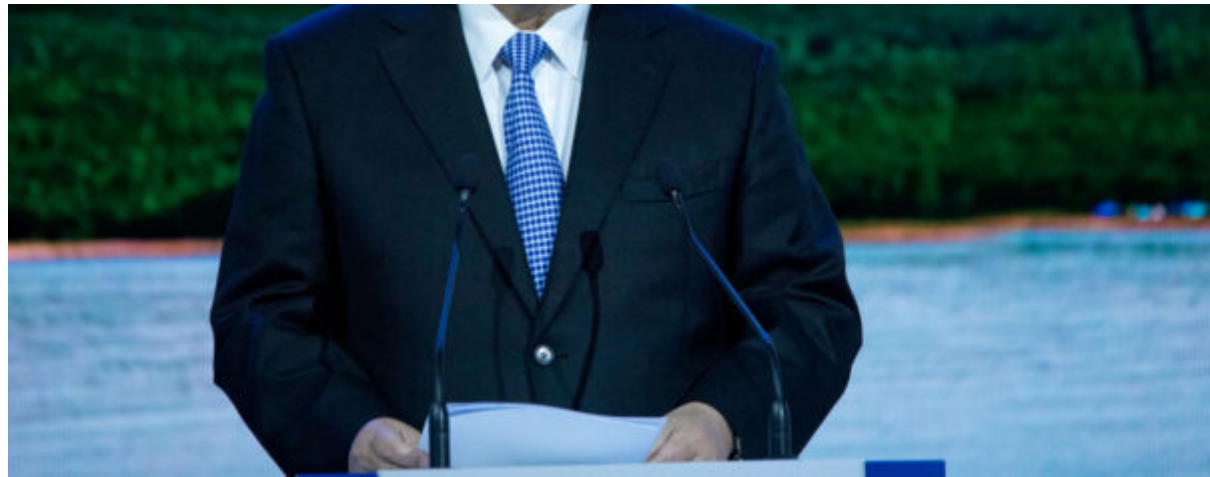
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