



PRESS RELEASE

LONDON: BOTTEGA PROSECCO AT THE OPENING OF THE ABBA ARENA

On May 26, the brand new Abba Arena, a futuristic structure dedicated to the band's music, was inaugurated in London, located in the Olympic Park in the East of the British capital.

ABBA Voyage is the long-awaited concert from one of the biggest pop acts of all time featuring a setlist of ABBA's biggest, most popular hits. Agnetha, Björn, Benny and Anni-Frid have created the kind of concert they always wanted, performing for their fans at their very best: as digital versions of themselves backed by today's finest musicians. Blurring the lines between the physical and digital, see the magic of ABBA brought to life using the latest in motion capture technology. It's the greatest ABBA performance the world has never seen. Until now.

The Bottega winery was chosen by Benugo, the hospitality business, as the supplier of Prosecco, which will be continuously available in the Arena. On 26 May, the opening day, a special 3-litre Jeroboam Bottega Stardust was uncorked. On the bottle, crystals reproduced the ABBA inscription and presented to the members of the band.

Bottega

Bottega company, run by Sandro, Barbara and Stefano Bottega, is both a winery and a distillery. Founded in 1977 by Aldo Bottega under the name Distilleria Bottega, the company is based in Bibano di Godega (TV), 50 km north of Venice. Here grappas, wines and liqueurs are produced for a high and medium-high level target.

Its grappas, marketed under the Alexander and Bottega brands, include fine selections of single-variety grapes and distillates aged in barriques. The Bottega wine range includes Prosecco, among which the well-known Bottega Gold, and other sparkling wines with great personality. Amarone, Ripasso, Brunello di Montalcino and other great reds are produced in two directly managed wineries in Valpolicella and Montalcino. Bottega's offer is completed by the Creams & Liquors line, with a wide range of fruit and cream liqueurs, including Limoncino, Gianduia and Fiordilatte. Bottega distributes its products in 150 countries worldwide.

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