



## PRESS RELEASE

### **VENICE AIRPORT: BOTTEGA PROSECCO BAR** ***The first location of this format in Veneto***

On March 14th a new Bottega Prosecco Bar opened in the Extra-Schengen departure area of Venice airport.

Bottega's quality food service format lands in the lagoon city, where the concept originated with the aim to evoke the tradition of Venetian *bacari*.

Travellers will therefore have the opportunity to taste Bottega wines in combination with some gastronomic specialities of the Venetian and Italian tradition. The Prosecco Bar formula is a success in Italy and worldwide, as it transforms a quick break into a tasteful experience.

Sandro Bottega, President of Bottega S.p.A., states, "The opening of a Prosecco Bar inside the Venice airport is a goal I have been pursuing for a long time. The project is a modern evolution of the Venetian *bacaro*, so we could not miss a location of excellence in the territory which it belongs to. The airport area gives it an international profile. Ideally, if you have a meal or a snack before boarding, the sensations you bring to your palate and soul are to be experienced slowly".

The Prosecco Bar format was launched in 2014 on board of Viking Group's Cinderella ship, which operates on the Baltic Sea. Over the years it has been introduced at the international airports of Rome Fiumicino, Dubai, Birmingham, Bologna, Milan Malpensa and the two Bulgarian airports of Burgas and Varna. Not only airports, but also locations such as the BOKAN 38th & 39th Rooftop Bar in London, the terrace of the Slaughterhouse in Guernsey (Channel Islands), the Grand Hyatt Hotel in Muscat in Oman, the British racecourses of Bath and Windsor. In Italy, it opened at Belluno railway station, with a different formula.

"Prosecco Bar" is a concept created by Bottega with the aim of exalting the excellence of our country and delighting the palate of the consumer type. More specifically, it is based on the philosophy of the Venetian *bacaro*, 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. The combination with Prosecco, preferred for its versatility, and other Italian wines comes full circle and contributes to the enjoyment of every single moment spent in a *bacaro*, enriching the spirit and refreshing the soul.

Bottega Prosecco Bar is an evolution of this philosophy that is typical of the Venetian background and can be reproduced worldwide. The project's mainstay is the "Perfect Match", that is the ideal combination of typical food from Italian regional cuisine and the different wines offered by Bottega. This is not a selection of starred recipes that are difficult to reproduce, but a coherent ensemble of traditional dishes that can satisfy palates from every latitude. The wide range of wines, including Prosecco, sparkling wines made from the finest grape varieties, prestigious reds (Amarone, Brunello di Montalcino, Ripasso, Bolgheri), dessert wines, white and aged grappas, together with a wide range of fruit and



cream-based liqueurs, makes Bottega a leading player in the beverage sector, able to fully satisfy consumers' tastes. The Treviso-based company is a solid partner that is appreciated for its ability to offer various products with consistently high quality standards. Over the last two years, the Prosecco Bars have progressively expanded their offering to include signature cocktails, created on purpose by expert bartenders, organic wines and liqueurs and, more recently, alcohol-free sparkling wines, which are setting a new consumer trend.

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