



PRESS RELEASE

HONG KONG: BOTTEGA IS THE FIRST BRAND IN THE SPARKLING WINE MARKET

Bottega achieved an important result in Hong Kong, becoming the first sparkling wine in terms of sales volumes in 2021 on the basis of data released by IWSR.

This is a figure of great importance and absolute prestige, as the Chinese city, which maintains its own autonomy with respect to the motherland, represents a point of reference for the whole of China, often guiding consumption trends.

In the last 6 years, the Treviso company has recorded a constant increase in volumes in Hong Kong, with a 60% growth peak between 2020 and 2021. The best-selling wines are Moscato spumante and Prosecco, both in the classic bottle and in the original golden one, which has become a distinctive item of the Bottega brand.

This is an even more significant result, as the city's economic situation in recent years has been conditioned by uncertainty. The Treviso-based company's brand is well known locally by consumers, who appreciate the quality of its products and identify it as synonymous with the best Made in Italy in the beverage sector.

Traditionally in Asia, sweet sparkling wines, such as Moscato, are very popular, but interest in Prosecco is growing strongly. Thanks to its versatility, Prosecco pairs well with various Chinese dishes. Spritzes and low-alcohol Italian cocktails, which use Prosecco as the main ingredient, are also popular in Hong Kong. Among these is the highly successful Bottega Lemon Spritz, which, thanks to the Limoncino, is enjoyed by all palates for its tasty combination of freshness and aromatic charge.

About Bottega

Bottega is a family owned company located in Bibano, Treviso (45 km North of Venice) that has been producing premium quality, typical Italian wines, grappa, spirits and food products since 1977. Bottega is a third generation business, today led by Sandro, Barbara and Stefano Bottega. Headquarters are located in a 19th-century farmhouse, renovated to preserve the original architectural and environmental characteristics, surrounded by 10 hectares of vineyards. The group also runs a winery in Valpolicella and one in Montalcino: here, the great red wines of the Veneto and Tuscany, including Amarone and Brunello, are produced. The company manages several different brands, amongst which are Alexander, Bottega and Cantina dei Poeti.

With the goal of delivering health, wellbeing and pleasure through its products distributed in more than 150 countries worldwide, Bottega advocates Quality (Italian taste and authenticity), Design (expression of the excellent aesthetic character of being made in Italy) and Social Responsibility towards the environment and the community.

Contact: Giovanni Savio - Bottega S.p.A. - Tel. +39 0438 406801 - giovannisavio@bottegaspa.com - www.bottegaspa.com