



PRESS RELEASE

PROSECCO BOTTEGA CONFIRMS SECOND PLACE IN THE GLOBAL RANKING OF THE DUTY FREE AND TRAVEL RETAIL MARKET

IWSR Magazine has published the IWSR 2019 ranking, on the basis of which Bottega Gold Prosecco Doc confirmed itself for the third consecutive year in second place, after a well-known Champagne house, in the global Duty Free and Travel Retail market, for the Champagne and sparkling wines category. Apart from Champagne, Prosecco Bottega is therefore the number one sparkling wine in the world in this market, while another Bottega sparkling wine, "Il Vino dell'Amore Petalo Moscato", placed eighth in the overall ranking.

The Duty Free and Travel Retail market is an important channel. In addition to its economic significance, it is an incredible driver for increasing a brand's reputation, enhancing its image and increasing its price positioning.

The data for the year 2019 also confirm the performance of Prosecco Bottega in this market. The result is due to the quality of the wine, the expression of continuous research and constant monitoring of the entire production process, from the vineyard to the bottle. The privileged position of the vineyards, the harvest with manual harvesting of the grapes, the passion of the winemakers at every stage of the processing are the added values that give substance to the product.

Specifically, consumers recognize Bottega Gold's superior quality compared to most Champagne and the Treviso-based company's concrete commitment to sustainability, which is constantly pursued with important investments in environmental protection and absolute genuineness of products.

In the range of the Treviso winery, Bottega Gold Prosecco Doc, characterized by the iconic golden bottle, is immediately recognizable and appreciated for its elegance and personality.

After more than 40 years of consolidated presence, Bottega is today one of the protagonists of this market thanks to the intuition of Sandro Bottega, who already at the end of the 1980s understood the great potential of this business. Blown glass bottles of grappa led the way, but subsequently sparkling wines were crucial to the brand's success.

Sandro Bottega said: "The confirmation for the third consecutive year of the second place overall in the global classification of Champagne and sparkling wines is a source of great pride. I hope that, after the Covid-19 emergency, there will soon be a return to normal and that people resume traveling, regaining possession of their lifestyle, considering that both airports and companies are among the safest and most controlled places. "

IWSR

The IWSR is the primary source of data and analysis on the alcoholic beverages market. The industry-critical IWSR database quantifies the global volume of wine, spirits, beer, cider and mixed beverages by volume and value across 157 countries, providing information on short- and long-term trends, including five-year volume and the forecasts of value. The IWSR tracks consumption and overall trends at the brand, price range and category level. The IWSR's unique methodology allows to better understand how markets

work. The group's analysts travel the world to meet over 1,600 local professionals, to understand market trends and interpret the numbers in the best possible way.

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