



PRESS RELEASE

WINES: BOTTEGA PROSECCO BEATS CHAMPAGNE AND IS THE BEST-SELLER IN DUTY-FREE SHOPS

Sandro Bottega: 'Significant result that certifies the value of the best Prosecco'.

IWSR published the IWSR 2022 ranking in which the most prestigious brands of Prosecco, Champagne (including Dom Perignon and Moët & Chandon) and Cava appear. In this context, Bottega Gold Prosecco Doc took the first place in the worldwide Duty Free and Travel Retail market for the Champagne and sparkling wine category.

Duty Free and Travel Retail is one of the key channels for the luxury world and for connoisseurs, attracted by selected spirits and fine wines, which can fetch prices of thousands of euros per bottle. In addition to its economic relevance, it is an incredible driver for increasing the reputation of a brand and an appellation, enhancing its image and increasing price positioning.

IWSR is the leading source of data and analysis on the wine and spirits market. The IWSR database, essential for the industry, quantifies the global volume and value of wine, spirits, beer, cider and mixed drinks in over 160 countries, providing information on short and long-term trends, including five-year volume, value forecasts and consumer behaviour. The London-based IWSR tracks consumption and overall trends at the brand, price range, channel and category level.

The significant performance of Prosecco Bottega 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 careful selection of the grapes and the passion of the oenologists at every stage of processing are the added values that give substance to the product.

After more than 40 years of consolidated presence, Bottega is now one of the leading players in this market. Blown-glass grappa bottles paved the way, but later sparkling wines were crucial to the brand's success. Specifically, Bottega Gold is the Prosecco with the greatest potential to emerge in this market as it stands out for its uniqueness, as well as its quality, prestige and organoleptic characteristics.

Sandro Bottega, president of Bottega S.p.A., says: "This is an important result for the whole world of the best Prosecco as it certifies in the field the appreciation of the most famous Italian sparkling wine by consumers all over the world, who appreciate its great quality and structure, which is not inferior to Champagne. It is also a direct consequence of our company's commitment on the sustainability front, which is constantly pursued with significant investments for the protection of the environment and the genuineness of our products".

He finally adds: "I am extremely satisfied with this result, not only because it represents an undoubted success for the Bottega company, but also because it fully demonstrates the value of Prosecco. It proves that the premiumisation process of this great sparkling wine is

recognised by the market with positive effects that cascade down to the production area and the allied industries. It will therefore be crucial for all producers to pursue a correct pricing policy aiming at enhancing the value of the product'.