



PRESS RELEASE

BOTTEGA LAUNCHES LEMON SPRITZ PREMIX

The increasing market demand for 'ready to drink' cocktails has prompted Bottega to create a premix version of its Lemon Spritz.

This new product, characterised by its low alcohol content, is a ready-to-serve cocktail based on sparkling wine, Bottega Limoncino and mint leaves. It is available in 20 cl bottle and 25 cl can.

The Spritz is an aperitif that originated in the Northeast, where it has its roots for more than a hundred years, in cities such as Venice, Padua, Trieste and Treviso. It is believed to have originated during the period of Habsburg rule (its name seems to derive from the German verb 'spritzen', meaning 'to sprinkle'). Originally it was white wine diluted with water. It was later enriched by Seltz, which made it sparkling, and by the use of bitter, which stained it red, increasing its alcohol content.

In the last ten years, the Spritz has also become a symbol of Made in Italy abroad. Among the most popular variants is the Lemon Spritz, created by Bottega, which replaces the bitter with Limoncino, resulting in a fresh drink with an enveloping, Mediterranean flavour.

Lemon Spritz Premix is therefore a ready-to-serve cocktail, ideal for those who want to optimise time, combining quality and practicality.

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.

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