



## PRESS RELEASE

### **LONDON: A NEW BOTTEGA TERRAZZA AT THE BOKAN 38TH & 39TH ROOFTOP BAR, FLAGSHIP OF THE ACCOR GROUP**

The Accor Group, the world's largest hotel group, has chosen the formula proposed by Bottega for the BOKAN 38th & 39th Rooftop Bar, the quintessence of luxury, located in the Novotel London Canary Wharf in the financial district of the emerging south London, not far from the center of the British capital.

The large space, called Bottega@Bokan, occupies the entire 39th floor of the skyscraper, offering customers a dual experience: the breathtaking view of the London skyline and the tasting of Italian wines and spirits.

The care of the furnishings and the attention to detail, together with the layout of the tables and the quality of the service, make the time spent in this exclusive location an experience that involves the five senses in the sign of relaxation and refinement.

The collaboration between BOKAN and Bottega has an ongoing character and is directly inspired by the Prosecco Bar format. Specifically, a selection of Bottega wines is served, including the prestigious Proseccos with a refined packaging and the great reds from Veneto and Tuscany. In addition to them, there are "signature cocktails", whose ingredients include Bottega's distillates and liquors. Everything is accompanied by Italian dishes or some evergreen of the international cuisine.

Sandro Bottega, President of Bottega S.p.A., states. "Our presence on the BOKAN 38th & 39th Rooftop Bar fills me with pride. From the large windows you can clearly see the course of the Thames, the Tower of London and the silhouette of the famous City's skyscrapers. The collaboration with Accor represents an important milestone for our project and is at the same time an incentive to maintain and further improve the quality of our products and our service. I would like to thank our staff that even in the hardest days, marked by the lockdown, continued to believe in the potential of the Prosecco Bar format and its exclusive mission: to bring to the world the quality of our cuisine and our wines, as an expression of the best Made in Italy".

The Prosecco Bar format was launched in 2014 aboard Viking Group's Cinderella ship, which operates on the Baltic Sea. Over the years, it was then introduced inside the international airports of Rome Fiumicino, Dubai, Birmingham, Bologna, Milan Malpensa and the two Bulgarian stopovers of Burgas and Varna, in Guernsey (Channel Islands) on the terrace of the Slaughterhouse, inside the Grand Hyatt Hotel of Muscat in Oman, in the Seychelles islands on the beach of the Hilton Labriz Hotel (Silhouette Island), in Tokyo on the terrace of the Anchor Gate Hotel, in the English racetracks of Bath and Windsor and, with a different formula, at the Belluno station.

"Prosecco Bar" is a concept created by Bottega with the aim of enhancing the excellence of our country and gratify the palate of the typical consumer. Specifically, the philosophy of the Venetian bacaro is re-proposed, that is, an informal osteria, where food is presented both as "cicheti", that are appetizers to be eaten at the counter, and as more structured dishes to be served at the tables. The matching with Prosecco, preferred for its versatility, and with other Italian wines closes the circle and contributes to make every moment, short or long, spent in a bacaro, a pleasant experience which enriches the spirit and refreshes the soul.

Bottega Prosecco Bar is therefore an evolution of this philosophy that, extrapolated from the Venetian reality, can be reproduced all over the world. The main axis of the project is



the "Perfect Match", that is the ideal matching between the typical foods of Italian regional cuisines and the different wines proposed by Bottega. Therefore it is not a selection of starred recipes difficult to reproduce, but a homogeneous ensemble of traditional dishes, capable of giving great satisfaction to palates of every latitude. The wide range of wines, which includes Prosecco, sparkling wines of fine grape varieties, prestigious reds (Amarone, Brunello di Montalcino, Ripasso, Bolgheri), dessert wines, the selection of white and barrique grappas, together with the wide range of fruit and cream liqueurs, make Bottega a leading player in the beverage scene and make it a solid partner that is appreciated for its ability to offer different products with consistently high quality standards.

### **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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