



PRESS RELEASE

ISTANBUL: NEW PROSECCO BAR OPENED AT THE AIRPORT **Prestigious location in one of the world's major hubs**

On 31 January, a **new Bottega Prosecco Bar was opened in the international departure area of Istanbul Airport**. This is an extremely prestigious location, as it is located in the centre of the **Luxury Hall** and surrounded by the boutiques of the most famous fashion brands. It represents another step on the road to **enhancing the value of Prosecco**, which even today, despite having higher production costs, does not enjoy the same image as Champagne.

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Travellers will therefore have the opportunity to **taste Bottega wines, paired with some traditional Veneto and Italian gastronomic specialities**. The Bottega Prosecco Bar concept, evoking the tradition of Venetian *bacari*, is a success in Italy and worldwide, as it transforms a quick break into an experience in the sign of taste.

Sandro Bottega, President of Bottega S.p.A., states. "**The opening of a Prosecco Bar within Istanbul Airport is strategic, as this airport has exponentially increased the number of flights and transit passengers in just a few years**. It is a nerve centre between Europe and Asia. Our location is situated next to those of brands rich in prestige and tradition. This is an undeniable driver to further consolidate Bottega's brand awareness and to promote our country's food and wine culture in an exceptional context in the name of taste and the **Bottega Bacaro** philosophy."

The Prosecco Bar format was launched in 2014 on board the Viking Group's ship Cinderella, which operates on the Baltic Sea. Over the years, it was then introduced at the international airports of Rome Fiumicino, Dubai, Venice, London Stansted, Birmingham, Bologna, Milan Malpensa and the two Bulgarian airports of Burgas and Varna, in London at the BOKAN 38th & 39th Rooftop Bar, in Guernsey (Channel Islands) on the terrace of the Slaughterhouse, inside the Grand Hyatt Hotel in Muscat in Oman, at the English racecourses of Bath and Windsor and, with a different formula, at the Belluno station.

"Prosecco Bar" is a concept created by Sandro Bottega with the aim of exalting the excellence of our country and gratifying the palate of the typical consumer. Specifically, it re-proposes the philosophy of the Venetian *bacaro*, that is, of an informal *osteria*, where food is presented both as 'cicheti', appetisers to be eaten at the counter, and as more structured dishes to be served at the tables. The combination with Prosecco, favoured for its versatility, and with other Italian wines closes the circle and contributes to making every short or long moment spent in a *bacaro* a pleasant experience that enriches the spirit and refreshes the soul.

Bottega Prosecco Bar is an evolution of this proposal which, extrapolated from the Venetian reality, **can be reproduced all over the world**. This has given rise to the **Bottega Bacaro** philosophy, whose pillar is the 'Perfect Match', i.e. the ideal combination of the typical foods of Italian regional cuisines and the different wines offered by Bottega. It is not a selection of starred recipes that are difficult to reproduce, but a homogeneous ensemble of traditional dishes, capable of giving great satisfaction to palates of all latitudes. The articulated range of wines, which includes Prosecco, sparkling wines made from 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-based liqueurs, make Bottega a leading player on the beverage scene, capable of fully satisfying consumer tastes. The Treviso-based company is therefore a solid partner that is appreciated for its ability to offer different products with consistently high quality standards.

In recent years, the Prosecco Bar offer has been progressively expanded to include signature cocktails, created ad hoc by expert bartenders, organic wines and liqueurs and, more recently, alcohol-free sparkling wines, which are emerging as a new consumer trend.

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