



## PRESS RELEASE

### **BOTTEGA INTRODUCES NEW PRODUCTS AT TFWA 2021 IN CANNES**

***From 24<sup>th</sup> to 28<sup>th</sup> October the Italian winery and distillery will be showcasing (booth # A11 Blue Village) its new products at the TFWA World Exhibition & Conference.***

At the most prestigious Duty Free and Travel Retail show held in Cannes, Bottega will launch in this special channel **Prosecco Doc Rosé** (two different versions), **Tiramisù liqueur** and **Bottega 0 alcohol free sparkling wine**.

Here the details of each product:

**Il Vino dei Poeti Prosecco Doc Rosé Bottega** is an innovative sparkling wine, which maintains the freshness and versatility of Prosecco. It is produced with a blend of Glera (85%) and Pinot Noir (15%). The grapes of the well-known international vine will contribute to give this Prosecco its characteristic pink color and greater aromatic complexity. This wine is characterized by a fine and persistent perlage. On the nose, the fruity hints of cherry and berries stand out with delicate floral notes in the finish. On the palate it is fresh, lively and pleasantly dry with a good aftertaste.

**Bottega Pink Gold** is a Prosecco Doc Rosé, an intriguing sparkling wine that fully meets the taste of everybody. It originates from a blend of Glera and Pinot Noir grapes grown in the Prosecco DOC area (Northern Italy), which are cultivated according to classic and traditional techniques and which have maintained their quality and typicality unchanged over the years. Pink Gold Bottega is contained in a low and wide bottle with an unusual shape. The charming packaging is enriched by the unmistakable livery, made with an exclusive metallization process, thanks to which the pink colour becomes an integral part of the external surface of the glass. The fresh, complex and fruity sparkling wine, together with the elegant Italian style bottle, makes it also an ideal gift.

**Tiramisù** is a creamy liqueur, pleasantly sweet and with a moderate alcohol content (17% vol), characterised by the unmistakable flavour of the well-known dessert, which is appreciated everywhere in Italy and the world. Tiramisù, considered the Italian dessert par excellence, was born in Treviso in the 1970s. The ingredients in the original recipe are mascarpone cheese, eggs, sugar, Savoiardi biscuits, coffee and cocoa powder. Over the years, Tiramisù has become a great classic of Italian cuisine and is one of the most popular desserts in Italy and around the world. Tiramisù Bottega is made with a base of cream from the Alps and mascarpone cheese of Italian origin, to which egg yolk, cocoa (Santo Domingo origin), selected varieties of Arabica coffee (Ethiopia origin) and Savoiardo biscuits extract (gluten free) are added. The addition of sugar gives a touch of balanced sweetness to Tiramisù Bottega, and of course the alcohol - as well as being a natural preservative - gives the liqueur the right vigour, giving it a pleasant body, maintaining the creaminess and responding exactly to the taste characteristics of the original dessert. It is available in the traditional Bottega liqueur 50 cl bottle.

**Bottega 0** is a new category of products, available in two versions Bottega 0 Rosé and Bottega 0 White, both in the traditional 75 cl sparkling bottle. They are non-alcoholic drinks, produced starting from grape must. They evoke the great tradition of sparkling wines, keeping the freshness, liveliness, and charm of the bubbles, thanks to the skilful dosage of carbon dioxide, despite the zero-alcohol content. These new products are the result of research and innovation, representing a non-alcoholic alternative for those who do not want to consume alcohol but still want to toast to happy moments without sacrificing flavour.

Following the success of **Gin Bacûr**, produced in Italy using botanicals like juniper berries, sage and lemon zest, and pure water coming from the Alps, Bottega continues to promote the fine distillate contained in the original copper-colored bottle. Bottega Gin Bacûr is available in five sizes: 5cl miniature bottle, 10 cl (spray version), 50cl bottle, 70cl bottle, and 100cl bottle.

#### **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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