



PRESS RELEASE

ABU DHABI AIRPORT: NEW BOTTEGA PROSECCO BAR

Bottega opens a new Prosecco Bar in the departure area of Terminal A at Abu Dhabi International Airport. This is the second most important airport in the United Arab Emirates (after Dubai) and has traffic of over 20 million travellers a year. Abu Dhabi Airport is also one of only six airports in the world to offer direct flights to all inhabited continents.

From a commercial point of view, the new opening joins the Prosecco Bar at Dubai airport, strengthening the presence of the Bottega format in this geographical area.

The Prosecco Bar formula evokes the tradition of Venetian bacaro in its various declinations, transforming a quick break into an experience in the sign of taste.

Sandro Bottega, President of Bottega S.p.A., states. "The new Prosecco Bar inside Abu Dhabi airport is a direct consequence of the popularity of our format in the nearby Dubai airport. This geographical area has become in the last 10 years a primary hub for intercontinental flights connecting Europe, Africa, Asia and the Pacific. Abu Dhabi is a major international hub. This opening is therefore a source of great pride, as it contributes to increasing the visibility of our products."

The Prosecco Bar format was launched in 2014 on board the Viking Group's Cinderella ship, which operates on the Baltic Sea. Over the years, it was then introduced at the international airports of Rome Fiumicino, Dubai, Venice, Istanbul, London Stansted, Birmingham, Prague, 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 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', or 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 therefore an evolution of this proposal which, extracted from the Venetian reality, can be reproduced all over the world. This has given rise to the "Bottega Bacaro" philosophy, the backbone of which is the 'Perfect Match', i.e. the ideal combination of typical food from Italian regional cuisines and the various wines offered by Bottega. It is therefore 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 prized grape varieties, prestigious reds (Amarone, Brunello di Montalcino, Ripasso), 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.

Contact: Giovanni Savio - Bottega S.p.A. - Tel. +39 0438 406801 - giovannisavio@bottegaspa.com - www.bottegaspa.com