



PRESS RELEASE

PRAGUE: BOTTEGA OPENS A NEW PROSECCO BAR AT THE CZECH CAPITAL'S AIRPORT

Bottega opens a new Prosecco Bar in the departure area of Terminal 1 of Prague's Vaclav Havel International Airport. This is a location of great commercial interest, as it is positioned in an area of obligatory passage. It represents another building block that strengthens Bottega's presence in Central and Eastern European airports.

Prague Airport is experiencing constant growth in passenger traffic and has become an important hub not only for Eastern Europe, but also for intercontinental destinations.

The Prosecco Bar formula evokes the tradition of Venetian bacaro in its various forms, transforming a quick break into a tasteful experience.

Sandro Bottega, President of Bottega S.p.A., states. "The opening of a Prosecco Bar at Prague Airport expands our presence at the airport of one of the most popular tourist destinations on the European continent. Our restaurant and café formula offers visibility to our wines, spirits and liqueurs. It is a flywheel to consolidate Bottega's brand awareness and to promote our country's food and wine culture 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, Istanbul, 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 Bottega with the aim of exalting the excellence of our country and satisfying 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, extrapolated 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.

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