

Bottega brings a taste of ancient Venetian hospitality to Václav Havel Airport Prague

by Eliša Roche, FAB Editor-in-Chief

elisa@moodiedavittreport.com

Source: ©The Moodie Davitt Report

27 November 2023

CZECH REPUBLIC. Bottega has opened its latest **Prosecco Bar** in Václav Havel Airport Prague Terminal 1.

The Italian wine and spirits company's bar concept is based on the Venetian tradition of *'bacari'* – small rustic taverns where northern Italians have been enjoying glasses of wine and grappa with friends for centuries.

The move strengthens Bottega's presence in Central and Eastern Europe, where the company already has two outlets in the Bulgarian airports of Burgas and Varna.

Bottega SpA President Sandro Bottega said: "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 Bottega Prosecco Bar promises an authentic Italian bar experience for travellers

The Prosecco Bar format launched in 2014 onboard the Viking Group's cruise liner *Cinderella*, which operates on the Baltic Sea. The concept then rolled out to Rome Fiumicino, Dubai International, Venice Marco Polo, Istanbul, London Stansted, Birmingham, Bologna Guglielmo Marconi and Milan Malpensa airports.

Venetian *bacari* are informal, friendly bars where food is presented both as '*cicheti*' (small plates), and as heartier dishes served at the table. The Prosecco Bar's small dishes include baby roasted stuffed peppers, cured meat and cheese boards, and bread sticks wrapped in prosciutto, while larger plates include Chicken Milanese, classic pasta dishes, and beef and salmon carpaccios. The entire menu pairs well with Prosecco.

Bottega's Prosecco Bars include signature cocktails, created on-site by bartenders, organic wines and liqueurs and, more recently, a selection of alcohol-free sparkling wines to keep up with the NoLo (no and low alcohol) consumer drinks trend. 🍷



The world's only event dedicated solely to the airport food & beverage and hospitality sectors will make a welcome return to the US next June. Please contact The Moodie Davitt Report Head of Events Jeannie Wong at Jeannie@MoodieDavittReport.com for details.

Follow The Moodie Davitt Report on LinkedIn:

Share this article:

Related Articles

Bottega adds Green Gin The Wild to spirits portfolio

The new line is available in travel retail from January. [Read More \[https://www.moodiedavittreport.com/bottega-adds-green-gin-the-wild-to-spirits-portfolio/\]](https://www.moodiedavittreport.com/bottega-adds-green-gin-the-wild-to-spirits-portfolio/)

Research by Heathrow Airport reveals that British travellers believe the first drink at the airport to be the official start of their holiday

To celebrate London Cocktail Week, Heathrow has worked with expert mixologists to create a menu of on-brand 'Airportifs' featuring 'Best of British' ingredients. [Read More \[https://www.moodiedavittreport.com/research-by-heathrow-airport-reveals-that-british-travellers-believe-the-first-drink-at-the-airport-to-be-the-official-start-of-their-holiday/\]](https://www.moodiedavittreport.com/research-by-heathrow-airport-reveals-that-british-travellers-believe-the-first-drink-at-the-airport-to-be-the-official-start-of-their-holiday/)

Bottega to unveil Lemon Spritz and Green Gin The Wild Bottega at TFWA World Exhibition

The Italian winery and distillery will showcase its latest offerings at booth number 11 in the Blue Village at Palais des Festivals. [Read More \[https://www.moodiedavittreport.com/bottega-to-unveil-lemon-spritz-and-green-gin-the-wild-bottega-at-tfwa-world-exhibition/\]](https://www.moodiedavittreport.com/bottega-to-unveil-lemon-spritz-and-green-gin-the-wild-bottega-at-tfwa-world-exhibition/)

Bottega encourages wine companies to match or surpass its sustainability efforts

"A green company must set increasingly ambitious goals, in order to become a benchmark for its sector. Emulation by competitors is not only welcome, but is encouraged," says President Sandro Bottega. [Read More \[https://www.moodiedavittreport.com/bottega-encourages-wine-companies-to-match-or-surpass-its-sustainability-efforts/\]](https://www.moodiedavittreport.com/bottega-encourages-wine-companies-to-match-or-surpass-its-sustainability-efforts/)

