



## PRESS RELEASE

### **BOTTEGA PROSECCO BAR TURNS 10**

***The successful format launched in January 2014 on the ship Ms Viking Cinderella***

On 25 January 2014, the Prosecco Bar format was inaugurated on the ship Ms Viking Cinderella, which 10 years later is an established international success. Some of the most prestigious locations include dining venues inside some of the world's major airports and in the high-end hotellerie.

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

Sandro Bottega, President of Bottega S.p.A., declares: "After 10 years we can say with deep pride that Prosecco Bar is a winning bet, not only for the numerous openings that have followed, but also and above all for the economic sustainability of the format that generates profits and creates jobs. It is also a catering and cafeteria formula that offers visibility to our wines, spirits and liqueurs. It is therefore a driver to consolidate Bottega brand awareness and to promote the wine and food culture of our country in the name of taste and the Bottega Bacaro philosophy."

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. In addition to Prosecco, sparkling wines of other fine grape varieties, prestigious reds (Amarone, Brunello di Montalcino, Ripasso, Chianti), dessert wines, a selection of white and barrique grappas, as well as a wide range of fruit and cream-based liqueurs are also offered as accompaniments. In recent years, the Prosecco Bar offer has been progressively expanded to include signature cocktails, created ad hoc by expert bartenders, and more recently to alcohol-free sparkling cocktails, which are emerging as a new consumer trend.