



## Bottega Prosecco Bar marks a decade of sharing Venetian hospitality

by [Ameesha Raizada](#) | 14 February 2024 |

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Italian winemaker and distiller Bottega is this year celebrating the tenth anniversary of its Prosecco Bar concept. The format was launched on 25 January 2014 aboard Viking Line's ship *Cinderella*.

The bar concept is based on the Venetian tradition of *bacari* – small rustic taverns where northern Italians have been enjoying glasses of wine and grappa for generations.



**Is this the ultimate expression of the Bottega Prosecco Bar concept to date? Pictured is the stunning execution in association with HMSHost (Avolta) at Zayed International Airport in Abu Dhabi {Photos: Martin Moodie, 14 February 2024}**



Over the years, Bottega has introduced a Prosecco Bar at Rome Fiumicino, Dubai International, Venice Marco Polo, Istanbul, London Stansted, Birmingham International, Václav Havel Airport Prague, Bologna Guglielmo Marconi, Milan Malpensa, Varna and Burgas airports. Most recently it opened with HMSHost (Avolta) at Zayed International Airport in Abu Dhabi.



**Bottega Prosecco Bar has recently introduced a selection of alcohol-free sparkling wines to keep up with the NoLo (no and low alcohol) consumer drinks trend**

The concept is available domestically at Bōkan 38 & 39 rooftop terrace, London; Slaughterhouse, Guernsey (Channel Islands); and Grand Hyatt Hotel, Muscat.

Prosecco Bar is also present at Bath and Windsor racecourses in the UK and with a different formula at the Belluno railway station in north-eastern Italy.



**Bottega partnered with travel food specialist SSP to open its Bottega Prosecco Bar & Caffé at London Stansted Airport**



**At Bologna Guglielmo Marconi Airport, the venue offers traditional specialities including Italian plates made with Mediterranean ingredients**

Bottega President Sandro Bottega said: "After ten 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 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.”



At the Prosecco Bar, food is presented as *cicchetti* or appetisers to be eaten at the counter, while more structured dishes are served at the table.

In addition to Prosecco, the bar stocks sparkling wines, reds (such as Amarone, Brunello di Montalcino, Valpolicella Ripasso and Chianti), dessert wines, a selection of white and barrique grappas, as well as fruit and cream-based liqueurs.

In recent years the Prosecco Bar offer has been expanded to include signature cocktails that are created by bartenders on-site, and alcohol-free sparkling cocktails. ✈️



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