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# Bottega highlights 2023 year of success

By Jane Hobson



Sandro Bottega, President, Bottega SpA

Bottega SpA is celebrating a year of milestone achievements as it looks back on 2023. From London to Istanbul, highlights included opening new prosecco bar locations, marking one-year anniversaries, launching innovative products at some of the industry's biggest trade shows and much more.

The company started the year strong, opening the Bottega Prosecco Bar at Istanbul Airport ([IST](#)) on January 27 in the intentional departure area in the Luxury Hall. The bar offers the chance for transiting passengers to taste Bottega wines paired with traditional Veneto and Italian gastronomic specialties.

"The opening of a Prosecco Bar within Istanbul Airport is strategic, as this airport has exponentially increased the number of flights and transit passengers in just a few years. It is a nerve centre between Europe and Asia," Sandro Bottega, President, Bottega, said at the time of its opening.



Bottega's Lemon Spritz

Bottega also successfully launched its Lemon Spritz beverage at the World Travel Catering and Onboard Services Expo (WTCE) in 2023, offering an alternative to classic Spritz with bitters.

"Bottega wanted to intercept a rising consumer trend of 'light' drinks for social engagements and pro-natural young adults who want more cultural, mild and mindful recipes," Sandro Bottega, told *PAX International* in 2023.

The Lemon Spritz original recipe includes Bottega Sparkling wine, an infusion of lemons organically grown in Sicily and mint. The raw materials are meticulously selected for the highest quality. The beverage has a low alcohol content (5.4 percent) and is available in the mini bottle (200 mL) and cans (250 mL).

Bottega told *PAX International* that the product was specifically appealing to millennials and young people with fresh flavours and bubbles coming from sparkling wine rather than the addition of carbon dioxide.



Bottega Prosecco Bar at IST

In July, the company celebrated the first anniversary of its Prosecco Bar inside London Stansted Airport ([STN](#)).

In October 2023, Bottega held a promotion dedicated to its Gin Bacur at the Duty Free points of sale at Dubai International Airport ([DXB](#)). Shortly thereafter, on November 24, Bottega inaugurated a Prosecco Bar in the departure area of Terminal 1 at Prague Vaclav Havel International Airport ([PRG](#)). The company said this move further strengthened its presence in key European airports.

Bottega SpA will be exhibiting at WTCE in Hamburg again this May at stand 4C51.

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