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Bottega to launch non-alcoholic lemon liqueur at Vinitaly

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Di Louis Thomas

Leading Italian drinks company Bottega S.p.A. will be unveiling its Limoncino 0.0 at this year's Vinitaly trade fair in Verona.



Having produced lemon liqueurs for 30 years, Bottega has plenty of experience when it comes to the development of citrus-based drinks, but its latest release has a difference – it is alcohol-free.

According to data from *Wine Intelligence*, in the US, 54% of drinking age members of Generation Z abstain from alcohol, as opposed to 37% of the overall population above the age of 21.

Italiano

This generational shift might make grim reading for some drinks companies, but it presents opportunities for innovation in the sector, according to Bottega president Sandro Bottega.

“With Limoncino 0.0 we extend the range of our No Alcohol products,” he explains. “This is a rapidly growing market that aims to meet the needs of those who, for health or religious reasons, do not consume alcoholic beverages or take a cautious approach to alcohol consumption.”

But, while there is no alcohol in the drink, Bottega has put as much effort into the product as it does for its other lemon liqueurs.



Italian lemon varieties, Femminello, Siracusano and Verdello, are picked when perfectly ripe, and are then carefully processed to ensure that the best aspects of their flavour are extracted from the peel, pulp and juice, as well as a little touch of bitterness to balance the fresh acidity.

Italiano

While it can just be enjoyed well-chilled at the end of the meal, other serving suggestions for the Limoncino 0.0 include in a range of mocktails, such as in a spritz made with Bottega 0 White non-alcoholic sparkling.

It's a good pairing alongside something fresh and summery, like a fruit salad. Alternatively, it also a versatile ingredient in the kitchen itself, where it can be used to make a palate-cleansing lemon sorbet, or to add flavour to a cheesecake.

Bottega will be showcasing its Limoncino 0.0, as well as its other products, at Hall 5, Stand C7 of Vinitaly.

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