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FRONT ROW

Bottega dazzles Jakarta's wine scene at The Langham

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Front Row (The Jakarta Post)

Jakarta Tue, June 4, 2024



(Courtesy of The Jakarta Post)

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top all the hustle and bustle of the city, on the 65th level of one of Jakarta's luxury hotels, ladies and gentlemen spent their Sunday dressed in black and gold and sipping never-ending glasses of prosecco and munching on delicious appetizers.

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Held at the Artesian Bar inside The Langham, the day was a special one, as guests flocked to celebrate Bottega's Afternoon Gold Party, hosted by the owner of the wine brand itself. On this special occasion, Sandro Bottega, managing director of Bottega SpA, was there to launch his new products, as well as build a bridge with a consumer base that is ever-expanding in the metropolitan city.

"I am here to say thank you to all the friends that supported us during all this period. I came here because I want to understand the development of Jakarta and all Indonesia, and to

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promote the consumption of wine in a responsible way,” he said, revealing that he had stayed away for too long because of the pandemic.

Sitting at a table, guests were given a pamphlet showing the six different products offered, from the Bottega Gold Prosecco Brut, to negroni and gin cocktails. Four cocktails were also presented on the menu, especially crafted to elevate the level of Bottega. Around the room, Sandro floated as he made small talk with everyone, radiating positive energy and relating tales about his home country and about the production stages of the very bottles at the center of the bar.

Bottega is a family brand, established in 1977 and passed down to him from his parents. For decades, they have made a name offering wines, liquors, gin and more. Sandro said that he treats the production center “like a farm,” meaning that every component is carefully handpicked from its own space. Not only does that ensure the quality, but also helps give each glass a little personality with every drop.

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“We are different because we produce many products in small quantity in order to always [ensure] the excellence of the product. We produce our product with a special passion that is necessary if you want to make a product of great quality, you have to make with love. And this is what we convey every day to our consumers,” he explained.

The taste is palpable in the prosecco. By handpicking the grapes for a single fermentation, the sparkling wine is smoother, fruitier and has a longer shelf life compared with other brands. Each ingredient is also produced in environmentally friendly buildings, highlighting sustainability in every step of production.

“Today is a special day because we have decided to present here not only the Bottega Gold, which is our most important product but we are here to present the new v. X ation of Bottega Gold,” Sandro told those gathered at the Artesian.

The five new products of the sparkling wine taste exquisite; blending the quality of Bottega and luxurious packaging to marvel at. Holding up one bottle adorned with crystals, he said he wanted the beverage to be a symbol of peace, parallel to the long-standing tradition of breaking bread and sharing wine in the days of yore. He even joked that he would gift it to politicians.

“We have to convince the world to go back to peace, we have to love globalization, we have to change this mindset in which the people want to be enemies, fight, and be everybody against the other. We have to be friends,” Sandro closed.

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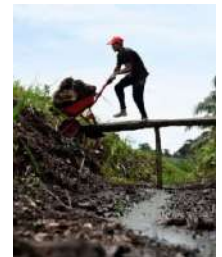
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