



PRESS RELEASE

BOTTEGA PROSECCO TO CELEBRATE VIRGIN ATLANTIC 40TH ANNIVERSARY

2024 marks an important milestone in the history of Virgin Atlantic: its 40th anniversary.

To celebrate the remarkable milestone, Virgin Atlantic chose Bottega to create a special limited edition. Bottega selected a batch of Prosecco of exceptional quality and created a custom-made matt-finish bottle with a front label that evokes this special event. The Prosecco DOC Brut 20cl bottles are available to purchase onboard while Prosecco DOC Extra Dry 75cl ones are available to pre-order.

Forty years ago, on 22nd June 1984, Virgin Atlantic was founded to shake up the airline industry. Carrying customers between London and New York, the airline offered something different, unique and exciting.

Over the years, Virgin Atlantic challenged the status quo and redefined air travel. The airline was the first to introduce an onboard bar area so our customers could socialise during a flight; the first to offer individual seatback screens in all classes; the first to offer a Premium class cabin; and the first to introduce lie-flat beds so people could snooze their way blissfully across the Atlantic.

Sharing values such as innovation and quality is what led to the beginning of the partnership between Virgin Atlantic and Bottega in 2014. 10 years later we can only be proud of being on board Virgin Atlantic with our iconic Bottega Gold and now with the 40th anniversary limited edition. On 9th June a flight from Manchester to Las Vegas is scheduled: among the passengers will be CEO, Shai Weiss and 100 VIPS including journalists, sales guests and top flyers who will be gifted with the custom-made Prosecco DOC Brut.

Contact: Giovanni Savio - Bottega S.p.A. - Tel. +39 0438 406801 - giovannisavio@bottegaspa.com - www.bottegaspa.com