

RETAIL REVIEW

INSIDE

WHAT IS NEXT FOR NON-ALC COCKTAILS IN THE ON-PREMISE? CITYSCAPES: CHICAGO



Prosecco Bar & Caffé at Budapest Airport. The concept allows Bottega to showcase its wine, spirits and liqueurs, and promote Italian wine and food culture

Bottega Prosecco Bar & Caffé expands into Central Europe with opening of Budapest Airport venue

Italian prosecco, wine and spirits maker Bottega continues to expand its Prosecco Bar & Caffé concept by adding Central Europe to its geographical footprint with the launch of a new venue at Budapest Airport in Hungary.

Budapest Ferenc Liszt Airport, named after the world-famous Hungarian composer, was recently renovated, adding more duty-free and travel retail outlets to serve rising traffic. Last year, travellers passing through the terminal rebounded to 14.7m, a 91% recovery from pre-pandemic levels and in Q1 this year, the gateway handled more than 3.4m passengers, 10% more than the same period in its record year before Covid-19.

The new bar, designed as an informal *osteria*, is in Terminal 2A and in a convenient spot for travellers waiting to board flights. The drinks offering includes signature

cocktails, organic wines and liqueurs and alcohol-free sparkling drinks.

Sandro Bottega, president of the Treviso-based company, commented: "The opening in Budapest is a further step for a format that offers travellers the opportunity to informally enjoy some of the best-known Italian dishes paired with our wines." Bottles are also available to buy.

The restaurant and café formula was first deployed a decade ago in 2014 on board Viking Group's ship *Cinderella*, which operates on the Baltic Sea. Since then, it has been successfully expanded into the airport channel.

Europe has been the main focus, with venues at the international gateways of Birmingham and London Stansted in the UK; Bologna, Milan Malpensa, Rome Fiumicino and Venice in Italy; Burgas and

Varna in Bulgaria; and Prague in the Czech Republic. Bottega has also gone further afield with bars at the airports of Istanbul in Turkey, and Abu Dhabi and Dubai in the United Arab Emirates.

In domestic markets, the list of Bottega's Prosecco Bars is also growing. In the UK, there are now locations in Bath, Guernsey (Channel Islands), London, Leeds and Windsor; one in Oman; and at several rail stations in Italy.

Sandro Bottega said that the success in airports "is a prerequisite for new openings in the near future", with the hint that further "important premises" would be announced soon. The concept has given Bottega's wine, spirits and liqueurs great visibility, while also promoting Italian wine and food culture.

Kevin Rozario