



PRESS RELEASE

TFWA 2024 IN CANNES: BOTTEGA PRESENTS THE PROSECCO PREMIUM VINTAGE COLLECTION AND LAUNCHES BOTTEGA GOLD CRU

From 29 September to 3 October the Italian winery and distillery will be showcasing its new products at the TFWA World Exhibition & Conference (booth # A11 Blue Village).

At the most prestigious Duty Free and Travel Retail show held in Cannes, Bottega will launch in this special channel Bottega Gold Cru, the first release of the prestigious Prosecco Premium Vintage Collection.

This is a collection that was created to enhance the entire Prosecco category and that is produced with great crus from the hills of Conegliano Valdobbiadene and with a particularly long and meticulous fermentation process that allows extraordinary levels of quality to be achieved. The positioning of these wines goes up to 250 € per bottle due to both the high production costs and the cost of the chosen bottles, which make these proseccos stand out from any other product on the market. They are dedicated to consumers with an exceptional profile, both wine experts and refined connoisseurs looking for exclusive products.

The valorisation process that Bottega has conceived is based on an analysis of the rarity of this type of grape, which represents the rarest grapes in the world for the production of great sparkling wines, with cultivation costs well above any other classic method in the world (including champagne), unique quality levels with extraordinary complexity, the highest fermentation costs in the world, including the classic method, and a longevity that exceeds that of any other classic method in the world.

This is a revolution that will allow this product to stand out everywhere and in any comparison with any other sparkling wine for its qualitative uniqueness and its innovative look.

Bottega Gold Cru is a Prosecco Doc Extra Brut. It is the first release of the prestigious Prosecco Premium Vintage Collection, a project to enhance Prosecco that Bottega began developing more than ten years ago. The aim is to produce sparkling wines of the highest quality by extending fermentation time and thus obtain wines with a more complex character and good longevity.

Bottega Gold Cru is Prosecco Doc Extra Brut, vintage 2022, that originates from grapes coming from a single vineyard and is produced with the exclusive Bottega method with long fermentation (minimum 4 months) in horizontal autoclaves. It is characterized by fine and persistent perlage. The elegant, typical and refined bouquet is enriched with fruity notes (especially green apple and pear), floral notes (white flowers and acacia) and hints of bread crust. The harmonious and dry taste leads to a balanced acidity, with remarkable persistence.

The Bottega Gold Cru bottle is characterised by its unmistakable mirrored finish and glitter label and capsule.

Bottega

The Bottega family, which has four centuries of history in the world of wine and grappa, founded the company of the same name, which is both a winery and a distillery. It is based in Bibano di Godega (TV), 50 km north of Venice, where it produces grappas, wines and liqueurs. The grappas include fine selection of single varietals and barrique-aged distillates. Bottega's range of wines includes Prosecco, including the well-known Bottega Gold, and other sparkling wines with great personality. In separate wineries in Valpolicella, Chianti and Montalcino, Amarone, Ripasso, Chianti Gallo Nero, Brunello di Montalcino and other great red wines are produced. An extensive range of fruit and cream liqueurs, gin and no-low alcohol drinks complete Bottega's offer. The company distributes its products in 165 countries worldwide. For many years, Bottega S.p.A. has made an unwavering commitment to sustainability, which has led to real and concrete results in reducing its impact on the environment, and having positive impact on the society and the economy.

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