



PRESS RELEASE

BOTTEGA CONTINUES ITS PARTNERSHIP WITH TREEDOM IN SUPPORT OF ENVIRONMENTAL SUSTAINABILITY

On 22 April, in celebration of Earth Day, Bottega S.p.A. continues its partnership with Treadom, reaching a total of 1,000 trees planted.

On the occasion of Earth Day, 22 April, Bottega S.p.A. has strengthened its collaboration with Treadom by planting 500 new trees, in addition to the 500 planted last autumn. The “Bottega Forest” now totals 1,000 trees, fully reflecting the company’s long-standing mission to protect the environment for the wellbeing of present and future generations.

The winery and distillery based in Bibano di Godega (Treviso) shares Treadom’s philosophy. Treadom is the first online platform that allows anyone to plant a tree remotely and follow the story of the project it generates.

Bottega enthusiastically embraced the Treadom initiative last year, taking the first step towards creating the “*Bottega Forest – A Breath for the Planet.*” To date, 1,000 trees have been planted in Ecuador, Tanzania and Madagascar—three countries in the equatorial and tropical belt, characterized by rich natural biodiversity that is increasingly threatened by climate change. The selected species include Cocoa, Coffee, Lemon, Lime, Orange, Neem, Moringa, Camphor, Mahogany and Tephrosia.

Sandro Bottega, CEO of Bottega S.p.A., commented:

“I joined this project with great enthusiasm because I firmly believe that sustainability is an absolute value that cannot be confined within the boundaries of our company. Over the years, we have made significant investments in energy efficiency, environmental protection and the wellbeing of our people. Planting 1,000 trees in distant countries is the first step towards creating the Bottega Forest and giving something back to the planet that hosts us.”

About Bottega

Bottega S.p.A. is a family-owned winery and distillery based in Bibano di Godega (Treviso), 50 km north of Venice. With a heritage spanning four centuries in the world of wine and grappa, the company produces premium grappas, wines, sparkling wines, and liqueurs. Its portfolio includes globally recognized products such as Bottega Gold, alongside acclaimed Prosecco Superiore DOCG, Amarone, Ripasso, Chianti Classico, Brunello di Montalcino, and a wide range of fruit and cream liqueurs.

Bottega products are distributed in 165 countries worldwide. For many years, Bottega S.p.A. has been firmly committed to sustainability, which has led to real and concrete results in reducing its impact on the environment, society and the economy.

Treadom

Founded in 2010, Treadom develops agroforestry projects that generate environmental, social and economic benefits. The trees planted help protect the soil, preserve biodiversity and absorb CO₂, while their fruits support local communities by improving diets, income and, in some cases, fostering micro-entrepreneurship initiatives.



Treedom's vision is based on transparency, cooperation and education: each tree is geolocated and photographed, projects are developed in collaboration with NGOs and local associations, and community training is the starting point of every initiative.

Treedom also promotes awareness of climate issues and spreads a culture of respect for the environment through storytelling around its projects. Treedom.net is the first platform enabling anyone to plant a tree remotely and follow the progress of the project over time through regular online updates.

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