



PRESS RELEASE

BOTTEGA: 'PROSECCO PREMIUM VINTAGE COLLECTION' PRESENTED IN MILAN, EXCLUSIVE QUALITY AND PRICES UP TO 250 EURO.

In the same context, a vertical tasting of Prosecco Bottega was held: 6 vintages from 2013 to 2023.

On October 10th, 2024 Sandro Bottega presented in Milan a world preview of the new premium Prosecco line called 'Prosecco Premium Vintage Collection'. These bottles are characterised by unique features that raise the quality of this sparkling wine to 360°: Selection of individual vineyards in the most suitable parcels among the Unesco Heritage Hills; Glera grapes cultivated under the banner of sustainability and harvested only by hand at the moment of their perfect ripeness; Pre-fermentation cryomaceration, to fully safeguard the organoleptic charge of the grapes; Maturation in new 'horizontal' autoclaves, the result of the most advanced technological research applied to qualitative oenology; Long fermentation periods (up to 12 months, where Prosecco normally reaches around 1 month), to obtain wines with different organoleptic expressions depending on the individual vintages and the different crus. Lastly, stoppers made from 100% Sardinian cork and subjected in advance to a procedure patented by a specialised company capable of signalling the possible presence of off-flavours (i.e. TCA, responsible for the infamous corky taste) were chosen to preserve the wine over time. In short, top quality in the oenological world and prices of up to 250 euros per bottle, for wines that have nothing to envy to the various Metodo Classico and French Champagnes.

In this regard, Sandro Bottega has drawn up a careful comparative analysis, from which it emerged that the production costs of Prosecco, in areas with extreme hillsides, are three times higher than those of Metodo Classico and Champagne, which are mostly characterised by undulating or flat terrain.

The 'Prosecco Premium Vintage Collection' line includes five different sparkling wines. The first three releases, already available, are: Gold Cru Vintage 2022 Extra Brut (€ 35 in the best wine shops), Gold Extra Brut Vintage 2022 (€ 42 in the best wine shops) and Gold Diamond Vintage 2022 Extra Brut (€ 54 in the best wine shops). The last two, Vintage 2021, are characterised by longer ageing (up to 12 months), bringing the price up to € 250 per bottle. 'Prosecco Premium Vintage Collection' will be distributed in a limited edition (no more than 50,000 bottles), only in the best wine shops and restaurants around the world.

This new line was introduced today by a Verticale led by Sandro Bottega. For the occasion, 6 historic vintages of Prosecco Doc Bottega were tasted: 2013, 2014, 2015, 2016, 2020, 2023, demonstrating that even quality Proseccos can hold up to more than 10 years of ageing, indeed acquiring evolving aromas and taste.

After this unprecedented 'Verticale di Prosecco', chefs Remo and Mario Capitaneo of the Michelin-starred restaurant 'Verso' in Milan, created a special and unrepeatable menu to accompany glasses of the new Prosecco Gold Extra Brut Vintage 2022.

Sandro Bottega commented: 'With the Prosecco Vintage Premium Collection project, I set out to concretely demonstrate that Prosecco, if of quality, has nothing to envy to the best French Champagnes. I would add that today's vertical tasting of historic vintages offered a broad overview of Prosecco's as yet unexpressed potential.'

With a 2023 turnover of more than €91 million (+ 6.5% on 2022) and exports that exceed 80% of production, the Bottega S.p.A. winery is confirmed as one of the most dynamic in the sector, aiming for a balanced and progressive development also thanks to a constant increase in the quality of Prosecco. The growth trend is also confirmed in the first 6 months of 2024 and suggests a turnover close to 100 million euros at the end of the year. Bottega reaches markets in 165 countries worldwide and has a particularly strong presence in: Canada, USA, Germany, Switzerland, Benelux and Scandinavia. The 30 Bottega Prosecco Bars, located mainly in the main airports in Europe and the Middle East, represent the best expression of Made in Italy, where Bottega wines and spirits are paired with finger food and typical Italian dishes.

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