

## EU NATURE LAW PASSED DESPITE ITALIAN OPPOSITION



**Italy was** one of six countries to vote against a new European Union policy that will require member states to restore nature on one-fifth of their land and sea by 2030.

The policy aims to reverse the decline of Europe's natural habitats, 81% of which are classed as being in "poor health", and the ruling could have a significant impact on vineyards and farmland.

Italy, Finland, Hungary, Poland, Sweden and the Netherlands all voted against the policy, with some questioning how the proposed restoration would be funded. Critics also see the law as evidence of green "over-regulation". Sweden believes the EU is going too far by trying to regulate how countries manage their forests, while Polish Prime Minister Donald Tusk opposed the bill to appease angry farmers. Hungary argued that the EU is setting "irrational targets".

However, the legislation was passed on 17 June as 27 countries voted in favour. Legally binding targets and obligations will now be set for nature restoration in a variety of ecosystems. Member states must submit national restoration plans to the European Commission, and a review of the implementation of the law and its effects is slated for 2033.

It will "help the EU to fulfil its international environmental commitments and to restore European nature," the European Council said.

According to a Savanta survey, 85% of Italian citizens are in support of the nature restoration law, despite their government's objection.

## BOTTEGA UNVEILS ZERO-ALCOHOL LIMONCINO 0.0



**Bottega's latest** limoncello, unveiled at this year's Vinitaly trade fair in Verona, has a key difference: it is alcohol-free.

Limoncino 0.0 is the latest innovation from the Italian company, which has ample experience in developing the citrus-based drinks, having been producing lemon liqueurs for the past 30 years.

According to data from Wine Intelligence, in the US, 54% of drinking-age Gen Z consumers

abstain from alcohol, as opposed to 37% of the overall population above the age of 21.

This generational shift presents opportunities for innovation in the sector, according to Bottega president Sandro Bottega.

"With Limoncino 0.0 we extend the range of our no-alcohol products," he explains. "This is a rapidly growing market that aims to meet the needs of those who, for health or religious

reasons, do not consume alcoholic beverages or who might like to take a more cautious approach to alcohol consumption."

However, while there is no alcohol in the drink, Bottega has put as much effort into the product as it does for its other lemon liqueurs.

Italian lemon varieties Femminello Siracusano and Verdello are picked when perfectly ripe, and are then carefully processed to ensure that the best aspects of their flavour are extracted from the peel, pulp and juice, as well as a little touch of bitterness to balance the fresh acidity.

While Limoncino 0.0 can be enjoyed well chilled at the end of the meal, other serving suggestions include incorporating it into a range of mocktails, such as in a spritz made with Bottega 0 White non-alcoholic sparkling.

In June, Bottega Prosecco was chosen by Virgin Atlantic to create a limited-edition bottle to celebrate the airline's 40th birthday. Bottega created a custom-made, matt-finish bottle with a front label to mark the special event.

The Prosecco DOC Brut 20cl bottles are available to purchase onboard Virgin Atlantic flights, while Prosecco DOC Extra Dry 75cl bottles can be pre-ordered, the producer said.