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Basel: Prosecco Bar At The International Airport

9th December 2024



Bottega Prosecco Bar expands its presence to Switzerland with a new venue in partnership with the Lagardere group at Basel International Airport. The facility was opened on 29 November, a date close to the Christmas holidays and the peak of transits at the Swiss airport.

In fact, the EuroAirport Basel-Mulhouse-Freiburg, this is the official name, is the only bi-national airport in the world: in fact, the airport was built by Switzerland entirely on French territory and is divided in two, one half serves the French side and the other half serves Switzerland. Moreover, its proximity to Germany further widens the user basin and makes this airport one of the busiest in this geographic area in the centre of Western Europe. The airport therefore faces a market with high economic potential and higher than average quality requirements.

The location of the new Prosecco Bar is easily accessible for passengers waiting to board flights to major European capitals.

Sandro Bottega, President of Bottega S.p.A. states "*The opening of the Prosecco Bar in Basel strengthens our format and further consolidates the fruitful cooperation with the Lagardere group, which manages the location.*

Our strength lies in our ability to offer travellers high standards of service to enjoy some of the most popular dishes of Italian cuisine, paired with our wines. We also want to strengthen our presence in the world of aperitifs and gourmet breaks by creating a sort of educational on Made in Italy food and wine culture."

This catering and café formula offers visibility to Bottega wines, spirits and liqueurs and, at the same time, promotes our country's wine and food culture as a sort of Made in Italy ambassador in the sign of taste.

The Prosecco Bar format was launched in 2014 on board the ship Cinderella of the Viking Group, which operates on the Baltic Sea. Over the years, it was then introduced at the international airports of Rome Fiumicino, Dubai, Venice, Istanbul, London Stansted, Birmingham, Prague (two facilities in two different terminals), Abu Dhabi, Budapest, Bologna, Milan Malpensa and the two Bulgarian airports of Burgas and Varna, in London at the BOKAN 38th & 39th Rooftop Bar, in Guernsey (Channel Islands) on the terrace of the Slaughterhouse, inside the Grand Hyatt Hotel in Muscat in Oman, at the English racecourses of Bath and Windsor and, with a different formula, at the Belluno station.

'Prosecco Bar' is a concept created by Bottega with the aim of exalting the excellence of our country and gratifying the palate of the typical consumer. Specifically, it re-proposes the philosophy of the Venetian bacaro, that is to say an informal osteria where food is presented both as 'cicheti', appetisers to be eaten at the counter, and as more structured dishes to be served at the table. The combination with Prosecco, privileged for its versatility, and other Italian wines contributes to make every short or long moment spent in a bacaro a pleasant experience that enriches the spirit and refreshes the soul.

Bottega Prosecco Bar is therefore an evolution of this proposal which, extrapolated from the Venetian reality, can be reproduced all over the world. This has given rise to the 'Bottega Bacaro' philosophy, whose backbone is the "Perfect Match", i.e. the ideal combination of typical food from Italian regional cuisines and the various wines offered by Bottega. It is therefore not a selection of starred recipes that are difficult to reproduce, but a homogeneous ensemble of traditional dishes, capable of giving great satisfaction to palates of all latitudes. The articulated range of wines, which includes Prosecco, sparkling wines from fine grape varieties, prestigious reds (Amarone, Brunello di

Montalcino, Chianti), dessert wines, the selection of white and barrique grappas, together with the wide range of fruit and cream-based liqueurs, make Bottega a leading player in the beverage scene, capable of fully satisfying consumer tastes. The company is therefore a solid partner that is appreciated for its ability to offer different products with consistently high quality standards.

In recent years, the Prosecco Bar offer has been progressively expanded to include signature cocktails, created ad hoc by expert bartenders, premix cocktails, including the Lemon Spritz, vegan and organic wines and liqueurs, and, more recently, alcohol-free sparkling drinks, which are emerging as a new consumer trend.



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