



## PRESS RELEASE

### **INTERNATIONAL BUSINESS: BOTTEGA'S ROAD MAP AT THE TIME OF DUTIES AND THE CRISIS IN TRADITIONAL MARKETS**

The Bottega di Bibano di Godega (TV) winery, which has always been export-oriented, has developed its own business strategy to deal with the international turbulence, characterised by the fear of tariffs threatened by the USA, the sharp slowdown in China's growth and the latent recession that is licking Europe.

In fact, the company devotes a lot of attention to the markets of so-called 'minor' but no less important countries. It can be defined as a sort of fourth trade route, which emerges from the three major economic poles, in the conviction that quality wine and the strength of Made in Italy are among the 'desiderata' of consumers all over the world.

In detail, Bottega's turnover, achieved outside the EU, USA, China and G7 countries (USA, UK, Germany, France, Italy, Canada, Japan), represents about 22% of the total turnover, generated in 2024.

Bottega has progressively reached distribution in 165 countries around the world with important volumes, even in exotic countries or in any case countries far from its business idea. In detail, among the most performing destinations in terms of numbers, and not usual for the wine and spirits market, stand out: Turkey, Israel, South Africa, Mauritius (+67% compared to 2023). With a turnover of between EUR 100,000 and EUR 200,000 per year for each country, the following should also be mentioned: Dominican Republic, Seychelles, Ethiopia, Philippines, Iceland, Nepal, Maldives, Togo, Guatemala.

The quality of the products, to which a balanced sales price corresponds, is the strong point of Bottega, a brand that is appreciated both in Italy and in the countries that represent the traditional destinations of our exports, and in the emerging economies of the five continents.

#### About 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 selections of single varietals and barrique-aged spirits. Bottega's range of wines includes Prosecco, including the well-known Bottega Gold, and other sparkling wines with great personality. In separate cellars in Valpolicella, Chianti and Montalcino, great red wines such as Amarone, Ripasso, Chianti Classico and Brunello di Montalcino are produced. An extensive range of fruit and cream liqueurs completes Bottega's offer. The company distributes its products in 165 countries worldwide. Bottega S.p.A. has for many years made an unwavering commitment to sustainability, which has led to real and concrete results in reducing its impact on the environment, society and the economy.

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