



## PRESS RELEASE

### **NICE AIRPORT: BOTTEGA PROSECCO BAR AT THE GATEWAY TO THE COTE D'AZUR**

Bottega Prosecco Bar adds a new location in partnership with Lagardère Travel Retail France at Nice International Airport, the gateway to the Côte d'Azur. The facility was opened on 7 March, a month before the start of the tourist season, which comes into its own with the Easter festivities, peaks during the summer and lasts until late October.

The new facility, located in the departures area of the Aéroport de Nice Côte d'Azur, is the first on French soil and is an obligatory passage to quickly reach exclusive locations such as Monte Carlo, Antibes, Cannes and Saint Tropez. In terms of passenger traffic, the Nice airport ranks third in France after Paris Charles De Gaulle and Paris Orly. It should be emphasised that this airport has a catchment area with high economic potential and higher than average quality requirements.

Sandro Bottega, President of Bottega S.p.A., says: 'Opening a Prosecco Bar in France had long been a primary goal of mine. Bringing the culture of Prosecco and quality Italian cuisine to the other side of the Alps is both a mission and a great challenge, as French consumers know wine inside out and can fully appreciate its gastronomic combinations. Nice is also synonymous with the Côte d'Azur and a lifestyle marked by elegance and refinement rather than the cult of ostentation. I would therefore like to thank Lagardère Travel Retail Franc, which manages the location, for their constant collaboration and commitment to the growth and consolidation of the format in other contexts as well.'

This restaurant and café format offers visibility to Bottega's wines, spirits and liqueurs and, at the same time, promotes our country's food and wine 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 Viking Group's ship Cinderella, 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, Basel, Budapest, Bologna of 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, of an informal osteria, where food is presented both as 'cicheti', or appetisers to be eaten at the counter, and as more structured dishes to be served at the tables. The combination with Prosecco, favoured for its versatility, and with other Italian wines brings things full circle and helps 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, the backbone of which 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 prized 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 Treviso-based 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.

#### 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.

Contact: Giovanni Savio - Bottega S.p.A. - Tel. +39 0438 406675 - [giovannisavio@bottegaspa.com](mailto:giovannisavio@bottegaspa.com)  
- [www.bottegaspa.com](http://www.bottegaspa.com)