



FOR IMMEDIATE RELEASE

BOTTEGA PARTICIPATES AT IFSA AND SETS SIGHT TO HEALTHY PRODUCTS TRENDS

On 10th and 11th September 2019, the Italian winery and distillery will showcase its products for the travel retail sector at IFSA, the Los Angeles event dedicated to the inflight industry.

Bibano, July 24th, 2019. For the first time, Bottega will exhibit at the IFSA EXPO show to reinforce its visibility in the American industry; at the show, Bottega aims at raising the brand awareness and develop relationships with new customers, focusing especially on North and South American airlines.

On this occasion, Bottega is showcasing the products that are specifically designed or most suitable for onboard catering. The company is particularly keen on presenting the drinks that tap into the increasing global thirst for “healthier” products. Area Manager Airlines, Valentina Dalle Mule explains: *“Over the past year, I have noted increased interest and demand for craft, vegan and organic options. Surveys run by main airlines show that customers would like to see more of these product onboard the flights: we already have the perfect ones for these clients and we are working to further enhance our offering.”*

Indeed, Italian airline Alitalia has opted for the new Limoncino Bio, the fully organic version of Bottega’s most popular liqueur, produced using only selected and certified organic ingredients: organic Femminello Siracusano lemons; organic alcohol; organic sugar; and organic essential oil of lemons. Other major airlines have requested the development of new products, such as the mini 20 cl bottles bottle of “Il Vino dei Poeti” Prosecco DOC Biologico (organic), an Extra Dry sparkling wine resulting from the vinification of selected grapes grown in full compliance with organic standards. The Bottega range of organic products also includes: Bottega Ginger, an organic liqueur responding to the recent consumers’ trend and taste for “super food”, nutrient-rich ingredients with a capacity to positively affect health; and the organic Extra Virgin Olive Oil.

At the show, the company will also present the miniature bottle and the spray version of Bottega Gin “Bacûr”, a distillate produced in Italy, that stands out thanks to the ingredients used in the recipe: fragrant and natural botanicals (juniper berries from Tuscany; sage harvested in Veneto countryside; Sicilian lemons zest) and pure water coming from the Alps. Valentina Dalle Mule comments: *“This product reflects Bottega’s experience with grappa and brandy, and represent the high level of distillation techniques achieved by Italian distillers. This gin hit all the right notes synonymous with Italy: authenticity, taste and of course, style.”*

Over the past 15 years, Bottega has intensely invested in expanding its global presence also through the travel retail and duty free channel. Thanks to the intuition of Sandro Bottega, who early foresaw the great potential of this business, today Bottega is one of the leading players in this market. Their products are currently listed in the catalogues of sixty airlines and globally present at the most important duty free shops. Furthermore, in 2015 Bottega was awarded *“Best Supplier Of The Year”* at the Frontier Awards in Cannes, and *“Produttore dell’Anno”* (“Producer of the Year”) by ATRI (Italian Association of Travel Retail) in Milan.

Bottega products will be available for tasting at Stand 619. More information about the fair at: www.ifsaaero.com. Contact on site: Valentina Dalle Mule – Tel. +39 348 3010434 – valentinadalleMule@bottegaspa.com

Notes to editor.

Bottega is a family owned company located in Bibano, Treviso (45 km north of Venice) that has been producing premium quality, typical Italian wines, grappa, spirits and food products since 1977. Bottega is a third generation business, today led by Barbara, Sandro, and Stefano Bottega. Its headquarters are located in a 19th-century farmhouse, renovated to preserve the original architectural and environmental characteristics, surrounded by 10 hectares of vineyards. The group also runs a winery in Valpolicella and one in Montalcino: here, the great red wines of the Veneto and Tuscany, including Amarone and Brunello, are produced. The company manages several different brands, amongst which are Alexander, Bottega and Cantina dei Poeti.

With the goal of delivering health, wellbeing and pleasure through its products distributed in more than 130 countries worldwide, Bottega advocates Quality (Italian taste and authenticity), Design (expression of the excellent aesthetic character of being made in Italy) and Social Responsibility towards the environment and the community.

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