

Asia set to account for half of all Bottega sales, says owner



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Bottega will showcase its new products for the travel retail sector at the TFWA Asia Pacific exhibition (Stand number: M9).

The region represents a crucial market to the Italian winery and distillery, whose owner and Managing Director Sandro Bottega believes it will reach 50% of sales in the long term.

Bottega products are listed in the catalogues of more than 50 airlines and globally present at the most important duty free shops. According to IWSR top 20 rankings for Champagne and sparkling wine, Bottega Prosecco ranks number two in the global travel retail market.

At the Singapore show, the company will introduce several new products to the Asian market:

Bottega Ginger (20%abv) is an organic liqueur containing organic ginger sourced in Vietnam and China. The pale yellow liqueur has citrus and floral notes with spicy scents. The taste offers an intense

aroma of ginger and a delicate sweetness. It is meant to be served at the end of a meal, used as an ingredient in cocktails, or to accompany fruit and desserts.

Following the success of Bottega Gin Bacûr, produced in Italy, Bottega is launching a 5cl miniature bottle and a 10cl spray version. It is also available in a 50cl bottle, 70cl bottle, and 100cl bottle.

Bottega Limoncino Bio is the organic version of Bottega's most popular liqueur; it is produced using selected and certified organic ingredients.

Bottega Florenzia is a ruby red wine produced in Tuscany from Sangiovese, Cabernet Sauvignon, Cabernet Franc and Merlot grapes. It has an intense bouquet of red and black berries, aromas of spices and violet, and a vibrant taste with soft tannins.

At TFWA, visitors can taste the Bottega and Alexander ranges, including best-sellers: Bottega Gold Prosecco, Bottega Stardust (Bottega's premium Prosecco Dry in a crystal-encrusted bottle), Bottega Limoncino, and Il Vino dell'Amore Petalo Moscato sweet sparkler.