

Bottega partners with Lagardère Travel Retail in new Prosecco Bar at Nice Airport



The first Bottega Bar in France opens at Nice Côte d'Azur Airport

Bottega S.p.A. has partnered with Lagardère Travel Retail to extend the Bottega Prosecco Bar network to Nice International Airport, regarded as the gateway to the Côte d'Azur.

The Prosecco Bar opened on March 7, 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. In terms of passenger traffic, the Nice airport ranks third in France after Paris Charles De Gaulle and Paris Orly. It should be emphasized 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., said, "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 France, which manages the location, for their constant collaboration and commitment to the growth and consolidation of the format in other contexts as well.”



The Prosecco Bar restaurant and café format offers visibility to Bottega’s wines, spirits and liqueurs and, at the same time, promotes Italy’s food and wine culture

The Prosecco Bar format was launched in 2014 on board the Viking Group’s 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 is also features 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.

The Prosecco Bar concept was created by Bottega with the aim of exalting the excellence of Italy and gratifying the palate of the typical consumer. Specifically, it re-proposes the philosophy of the Venetian bacaro, an informal osteria, where food is presented both as ‘cicheti’, or appetizers to be eaten at the counter, and more structured dishes to be served at the tables. The combination with Prosecco, favored 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 an evolution of this proposal which 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 not a selection of starred recipes that are difficult to reproduce, but a homogeneous ensemble of traditional dishes, capable of satisfying all palates.

According to Bottega, the articulated range of wines - which includes Prosecco, sparkling wines from prized grape varieties, prestigious reds (Amarone, Brunello di Montalcino, Chianti), dessert wines, a 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 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.