

Bottega expands alcohol-free range amid rising demand from young travelers

This is a special feature from the [April 2026 WTCE Hamburg issue](#) of *PAX International* on [page 66](#).



Bottega will showcase its growing non-alcoholic beverage range in Hamburg, tapping into rising demand for alcohol-free options

[Bottega](#) will present its expanding non-alcoholic beverage range in Hamburg, reflecting the budding demand for alcohol-free options.

“Non-alcoholic products are now alongside traditional ones and represent a constantly growing niche market. Young people of Generation Z seem to prefer these products, not only for health reasons, but also for their informal and trendy consumption patterns, closely linked to the world of mixology,” Sandro Bottega, President of Bottega S.p.A., tells *PAX International*.

The brand began developing alcohol-free alternatives more than two decades ago, before the category gained global recognition.

“Bottega anticipated this trend and began researching and experimenting in this sector some 20 years ago, at least a decade before non-alcoholic became a recognized category. The first launch dates back to the mid-2000s with a non-alcoholic bitter, well ahead of its time both commercially and culturally,” Bottega says.



Sandro Bottega, President, Bottega

Today, the company offers a focused portfolio covering aperitif, digestive and refreshment occasions, including two sparkling-style beverages, a lemon-based drink and an alcohol-free bitter designed for standalone consumption or mocktail creation.

The flagship Bottega 0 range brings passengers the joy of sparkling wine without the alcohol. Made from grape must and kept chilled to prevent fermentation, it is gently carbonated to create a fresh, lively drink with a smooth, balanced sweetness. Available in both white and rosé, it is designed for celebrations and onboard service where alcohol-free options are required and desired.



**Bottega's
alcohol-free
Limoncino**

**Bottega 0, a non-alcoholic
drink made from
grape must, available
in white and rosé**

A new 20-cl format has been introduced to support individual servings in inflight, lounge and catering environments, providing portion control and reduced waste while maintaining the sensory style of larger bottles.

The range also includes Limoncino 0.0, a non-alcoholic evolution of Bottega's lemon liqueur made from Femminello Siracusano and Verdello lemons. The drink retains citrus aromas through controlled extraction techniques and is intended for after-meal service or mocktail preparation. Elixir Amaro 0% completes the line as a non-alcoholic herbal bitter inspired by traditional Italian Amari.

Bottega says the collection enables airlines and caterers to expand alcohol-free beverage programs in response to shifting passenger preferences and regulatory or cultural considerations around alcohol consumption.

The products will be displayed at booth 4C51 during WTCE 2026.