

# Lovely in lemon: Bottega launches Lemon Spritz

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Sandro Bottega, President of Bottega SpA

[Bottega Group](#), a successful four-generation family business, produces and distributes Italian premium-quality wines, grappa and liqueurs to a global market. For WTCE this year, Bottega is launching Lemon Spritz: a bubbly and refreshing new addition to their offerings.

According to Sandro Bottega, President of Bottega SpA, “Bottega wanted to intercept a rising consumer trend of ‘light’ drinks for social engagements and pro-natural young adults who want more cultural, mild and mindful recipes.”

The Lemon Spritz is the company’s answer. “It’s a great alternative to the classic Spritz made with bitters, a fresher and new version perfect for summertime,” Bottega tells *PAX International*. The Lemon Spritz original recipe includes Bottega Sparkling wine, an infusion of lemons organically grown in Sicily (the same lemons used for Bottega Limoncino) and mint. The raw materials are carefully selected to ensure maximum quality. The beverage has a low alcohol content (5.4 percent) and is available in two formats: minibottle (200 mL) and can (250 mL).



Lemon Spritz is bubbly and refreshing with a low alcohol content

Though Bottega considers its target consumers for the Lemon Spritz to be millennials and young people, the refreshing flavour of the drink is sure to interest many palates. “Its freshness and liveliness come from the infusion of juicy lemons from Sicily and the mint note,” Bottega says. “Despite many ready-to-drink products, the bubbles of Lemon Spritz come from the sparkling wine and not from the addition of carbon dioxide.”

The drink can be served on ice with a lemon slice or mint garnish. Savoury snacks, chips and olives are good pairings for the drink and it is good for both pre- and post-dinner. As many choose to lighten their alcoholic intake with refreshing, lower-percentage options, it is no surprise that today, Spritz is in the top-ten list of the world’s best-selling classic cocktails. Currently, Lemon Spritz is flying on easyJet and Kesko Finland.

In other Bottega news, Istanbul Airport recently opened a new Bottega Prosecco Bar in the international departure area. There, travellers can taste Bottega wines paired with some traditional Veneto and Italian gastronomic specialties.