

# WTCE issue: High spirits for Bottega

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Bottega Prosecco Bar at Istanbul Airport

Some years are primed for growth and that has certainly been the case for Italy-based wines and distillates purveyor, Bottega. In time for 2023's WTCE, Bottega launched its ready-to-drink Lemon Spritz in both minibottles and cans, the results of which the brand is now surveying.



Sandro Bottega, President, Bottega

"Minibottles express a more traditional concept of ready to drink, but cans were elected the favourite by young people," explains Bottega President, Sandro Bottega. "Most airlines listed the preference as cans because they're easier to handle on board."

Bottega notes this is important information to have as the company is currently working with several major airlines which have the product onboard, including Air Baltic, Tui, French Bee, Aer Lingus, Greater Bay Airlines, Neos, American Airlines, EasyJet, Avion Express, Sunair, Air Greenland, Braathens, Jettime, Condor, Sunclass Airlines, Fly Dubai and Icelandair. Bottega says the list is set to expand as other airlines are considering bringing Lemon Spritz onboard. Lemon Spritz will be available once again at Bottega's WTCE booth this year, and this time, it will unveil the new 750-millilitre bottle.

But on board is not the only place Bottega has invited passengers to sip and relax. Last year, the company opened three new locations of its Bottega Prosecco Bar, nestled in Istanbul, Abu Dhabi International and Prague's Vaclav Havel airports.

In March 2024, Bottega celebrated its second location at Prague airport, where passengers can now enjoy products both in Terminal 1 and 2. As for one of its leading spirits, Gin Bacur, featured at Dubai International, Bottega owes its success to the location's targeted product displays.

"In the first two months of 2024, Gin Bacur registered a growth of +55 percent, despite the flexion of the gin category," Bottega tells *PAX International*.

As Bottega heads into a promising 2024, the brand aims to solidify itself in existing markets while expanding into new ones. "In 2024, Bottega will strengthen its presence in the U.K., U.S. and Germany, and consolidate even more distribution in Canada and Scandinavia," explains Bottega. Additionally, the brand has recently begun distribution in Pakistan and Mexico.