

Bottega takes second place in the global ranking of the df & tr market



Prosecco Bottega's high performance is the result of its quality of wine, commitment to the production process and the overall passion of its winemakers

IWSR Magazine has published its 2019 ranking, on the basis of which Bottega Gold Prosecco Doc scored second place for the third consecutive year in the global duty free & travel retail market in the champagne and sparkling wines category.

Apart from champagne, Prosecco Bottega is therefore the number one sparkling wine in the world in this market. The company's "Il Vino dell'Amore Petalo Moscato" sparkling wine also placed eight in the overall ranking.

Due to its economic significance, the duty free & travel retail market is an important channel. Described as a strong driver for increasing a name's reputation, the channel helps to enhance brand image and price position.

Prosecco Bottega's high performance is the result of its quality of wine, constant researching and monitoring of the production process, privileged position of the vineyards and the overall passion of its winemakers. Specifically, consumers recognize Bottega Gold's superior quality compared to most champagne and the Treviso-based company's concrete commitment to sustainability, which is constantly pursued with important investments in environmental protection.

In the range of the Treviso winery, Bottega Gold Prosecco Doc, characterized by the iconic golden bottle, is immediately recognizable and appreciated for its elegance and personality.

After more than 40 years of consolidated presence, Bottega is today one of the protagonists of the market thanks to the intuition of Sandro Bottega, who understood early on the potential of this business. Blown glass bottles of grappa led the way, but subsequently sparkling wines were crucial to the brand's success.

"The confirmation for the third consecutive year of the second place overall in the global classification of champagne and sparkling wines is a source of great pride. I hope after the Covid-19 pandemic, there will be a return normal and that people resume traveling, regaining possession of their lifestyle, considering that both airports and companies are among the safest and most controlled places," says Bottega.