

New Bottega Prosecco Bar opens at Budapest Airport



Prosecco Bar, a concept created by Bottega, re-proposes the philosophy of the Venetian bacaro, to be both elegant and informal

Bottega's Prosecco Bar format is gaining a stronger foothold in Central and Eastern Europe with the recent opening of a new, expansive location at Budapest Airport. This airport in Hungary's capital has been revamped to feature welcoming, elegant, and brightly lit spaces that adhere to the highest European standards, making it easily accessible for passengers awaiting flights to major European cities.

Budapest Airport has seen consistent growth in passenger numbers and an increase in duty free and travel retail outlets over the past few years.

"The opening of the Prosecco Bar in Budapest is a further step in our format, which offers travelers the opportunity to informally enjoy some of the best-known Italian dishes, paired with our wines. The success in airports is a prerequisite for new openings in the near future in other important premises," said Sandro Bottega, President of Bottega S.p.A.



This dining and café concept not only enhances the visibility of Bottega wines, spirits, and liqueurs but also promotes Italian culinary and wine culture under the banner of taste

The Prosecco Bar concept was initially launched in 2014 aboard the Viking Group's ship Cinderella, sailing the Baltic Sea. Since then, it has been introduced at various international locations including airports in Rome Fiumicino, Dubai, Venice, Istanbul, London Stansted, Birmingham, Abu Dhabi, Bologna, Milan Malpensa, and the Bulgarian airports of Burgas and Varna. Further expansions include London's BOKAN 38th & 39th Rooftop Bar, the terrace of the Slaughterhouse in Guernsey (Channel Islands), the Grand Hyatt Hotel in Muscat, Oman, and at the English racecourses of Bath and Windsor. It also features, with a modified format, at the Belluno station.

"Prosecco Bar is a concept created by Bottega with the aim of exalting the excellence of our country and gratifying the palate of the typical consumer. Specifically, it re-proposes the philosophy of the Venetian bacaro, that is, of an informal osteria, where food is presented both as "cicheti", or appetizers to be eaten at the counter, and as more structured dishes to be served at the tables. The 2

combination with Prosecco, favored for its versatility, and with other Italian wines closes the circle and contributes to making every short or long moment spent in a bacaro a pleasant experience that enriches the spirit and refreshes the soul," the company explains.

Bottega Prosecco Bar represents an evolution of this idea, taken from Venetian tradition and now replicable worldwide. The "Bottega Bacaro" philosophy is centered around the 'Perfect Match'—the ideal pairing of traditional Italian regional dishes with Bottega's diverse wine selections. The portfolio includes Prosecco, sparkling wines from prized grape varieties, esteemed reds like Amarone, Brunello di Montalcino, Ripasso, dessert wines, an assortment of white and barrique grappas, and a wide array of fruit and cream-based liqueurs, positioning Bottega as a significant presence in the beverage industry, dedicated to catering to a broad spectrum of consumer tastes. Bottega is recognized for its consistent high-quality offerings.

Recently, the Prosecco Bar's menu has expanded to include signature cocktails, designed by skilled bartenders, organic wines and liqueurs, and, increasingly, non-alcoholic sparkling beverages, which are becoming a prominent trend among consumers.