

Italian drinks business Bottega has joined forces with Dubai Duty Free recently declared by Generation Research as the world's number one travel retail operator to raise funds for the Breast Health International charity through a portion of sales of a special edition II Vino dei Poeti Rosé wine.

With a 70% female workforce, Bottega places significant emphasis on supporting women's causes, this year producing another special edition of its II Vino dei Poeti Rosé, featuring the globally recognized pink ribbon symbol and a leaflet informing consumers about the breast cancer initiative.

For each bottle sold in Dubai Duty Free shops from October to December 2014, one euro will be donated to Breast Health International. The enterprise expects to raise €5000 to help finance BHI's special programs.