

Donnafugata at Vinitaly, a story of true passion returning with plenty of new developments, a debut and some great achievements.

Half a century of Vinitaly. An important milestone for all of the Italian wine business that Donnafugata wishes to celebrate in its own, original and creative way, once more shining a spotlight on the close relationship it enjoys with its wine lovers. An approach that will ensure **Donnafugata's booth will be one of the busiest** in the exhibition.

The Sicilian winery is celebrating its Mille e una Notte label this year. This icon of wine-making excellence, created thanks to a collaboration between Giacomo Rallo, the founder of Donnafugata, and the late **Giacomo Tachis**, has been assigned a leading role at the show in Verona: the **1999 Mille e una Notte** will in fact be one of twelve super wines selected by Vinitaly for a **tasting event** that will be held in memory of the great wine maker who recently passed away; Antonio Rallo, wine maker of the family-run estate, will present the Mille e Una Notte.



Fans of this wine will be pleased to learn that they will be able to taste **three other vintages** of Mille e una Notte at Donnafugata's booth: the current vintage, produced from the 2011 harvest and two vintages no longer available for sale, such as 2006 and 1998, proof of how well this wine ages.



Ben Ryé Passito di Pantelleria, praised by international critics as one of the best sweet wines in the world, has also been given a place of honour in this special edition of Vinitaly, with three vintages available for tasting: 2005, 2008 limited edition and 2014. Ben Ryé is the ultimate expression of the Donnafugata's **tailored approach**, the land of Pantelleria and its **heroic viticulture** and tasting this wine is a must for those who appreciate such qualities.

These models of excellence represent an Estate that has come to Verona, with thirty editions of Vinitaly under its belt, to present a new interpretation of its wines based on the sensorial and emotional experiences expressed by its fans, experiences that have led to the creation of four collections: **Icon Wines** that respond to the desire for exclusive and memorable taste experiences; **Mediterranean Elegance**, wines full of charm offering satisfying sensorial experiences; **Versatile Rich in Character**, wines that reward you with style and originality; **Fresh and Fruity**, colourful wines for those with a desire for Joy.

The four collections will also be promoted through the company's **social media channels** with the launch of a **personality quiz**; users will be asked questions about their character and desires and their answers will reveal which of Donnafugata's collections is the right match for them.

Donnafugata's booth will present a brand new look with powerful reminders of the winery's distinctive labels and creations by **Paola Lenti**, **one of the most exclusive Italian design companies**. Two carpets by Lenti, *Ladybird* and *Bisanzio*, will hang on the walls of the booth together with the labels of *Mille e una Notte* red and *Ben Ryé* passito; creations that have in common the theme of colours, the tailored approach and the exclusivity.

These two internationally-renowned companies will join forces again for the **Salone del Mobile** design exhibition due to be held in Milan between 12th and 17th April; **Sherazade** Nero d'Avola and **SurSur** Grillo will form a captivating part of Paola Lenti's fringe event entitled "**Viaggio in Sicilia**", which will take place in the wonderful setting of the *Chiostri dell'Umanitaria*. This event has always attracted a significant number of journalists and operators from within the industry. This exceptional partnership brings together two historic brands and two of the most important international events showcasing the excellence of **Made in Italy**: *Salone del Mobile* in Milan and *Vinitaly* in Verona.

Donnafugata will also be launching a new wine at Vinitaly 2016 - a 2012 vintage Brut Rosé sparkling wine made using the traditional champagne method. Made from Pinot Nero grapes grown at high altitude, only 3,000 bottles have been produced. **Donnafugata's Brut Rosé** is rich in sensorial experiences perceived on the palate that rest in the heart and mind; a wonderful combination of structure, delicacy and Mediterranean elegance.



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