

## *Presenting Donnafugata's new collections, a wine to meet your every desire.*

At Vinitaly 2016, Donnafugata presents a new interpretation of its range of eclectic wines capable of captivating and making happy those who taste them.

Donnafugata has broken away from the conventional way of classifying its wines, choosing to interpret them as seen **through the eyes of its fans**. These wine lovers choose a reliable brand because it offers a range of **eclectic wines able to satisfy every desire and perfect for every occasion**. The winery has therefore changed its perspective accordingly, focusing on people's experiences, emotions and expectations.

At Vinitaly 2016, the Sicilian wine estate presents the **four key desires** that guide its enthusiasts in their purchase: **Exclusivity, Charm, Harmony and Good Humour**. Four desires, **four collections**: a new way to experience a range of wines distinguished by their pleasantness and complexity.

In the words of **José Rallo**, who runs the company with her brother Antonio, "Donnafugata offers the world wines made with a tailored approach, which will not fail to satisfy and please all who taste them. Our fans have told us that a reliable brand needs to satisfy a desire for emotion, personal gratification and a unique expectation. When you browse through the collections of Donnafugata, you will always discover a wine to satisfy your every desire, that is perfect for every occasion!"

The desire for **Exclusivity** is met by the **Icon Wines collection** - wines that respond to the quest for an unforgettable taste experience and that will enhance your wine collection with a unique and collectible wine. This collection is dedicated to *Mille e una Notte* and *Ben Ryé*, wines that fully reflect the winery's tailored approach and the land of its origins.



The desire for **Charm** is met by the **Mediterranean Elegance collection**. It aims to provide a satisfying sensorial experience, a touch of glamour, thanks to wines capable of enhancing the quality of life. Great wines from international grape-varieties that are perfectly at home in Sicily, such as *Tancredi*, *Chiarandà*, *Brut* and *Brut Rosé* of Donnafugata.

For those with a desire for **Harmony** with friends who have different tastes, those wishing to try out different pairings with the same wine throughout the meal and those looking for a reliable choice, Donnafugata presents the **Versatile Rich in Character** collection: *Lighea*, *La Fuga*, *Vigna di Gabri*, *Angheli* and *Kabir*, five wines with good structure, capable of fulfilling the dreams of those who wish to reward themselves with style and originality.

Finally, for those with a desire for **Joy**, there is the **Fresh and Fruity collection**, wines that add a dash of colour to your day, a series of perfectly formed daily luxuries ideal for a moment of leisure. Autochthonous discoveries to share with friends. The new *Prio*, *SurSur*, *Lumera*, *Sherazade* and the historic *Anthilia* and *Sedàra* are six immediately pleasing, modern wines based on autochthonous grape varieties of Sicilia DOC (Ansonica, Catarratto, Grillo and Nero d'Avola).

The four collections will also be promoted through the Donnafugata'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.

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