

Visit Donnafugata: sartorial welcoming to promote the culture of wine



Donnafugata **opened its doors to wine enthusiasts** in the late '90s, to share and spread the culture of wine. The number of visitors has increased over time (reaching up to 10,000 visitors in 2015 with a 30% share of foreigners) just as the **welcoming project** at cellar doors and during events has been constantly **renewed**: a fun and educational approach and a unique and memorable involvement, in a setting of charm and relaxation. Donnafugata is a tale of emotion, a sensory fabric that is perceived in the tasting and remains in the heart and in the mind.

Visit and Tasting

At the historic cellars in **Marsala** Donnafugata welcomes wine enthusiasts throughout the year to make the winery and its wines known through a sartorial approach that aims at satisfying the needs of the visitor, increasingly eager for new experiences.

Expert operators dedicate themselves to a limited number of visitors; the **tour** of the cellars and the introduction to the production techniques are thorough; the **quality of the food** is carefully selected, just as the **pairings** with the wine; the rooms where the tastings take place, making use of **professional equipment**, are striking and functional, although the engaging informality approach always remains.

The visitor can choose from as many as **6 different tasting** which vary depending on the number of wines tasted and their possible pairing with typical Sicilian food or delicious specialties of the Mediterranean cuisine. There is also a high demand for the “D’Autore – Signature Tasting” that proposes the tasting of historic vintages no longer on the market of wines such as Vigna di Gabri, Chiarandà, Tancredi, Ben Ryé.

On **Pantelleria**, Donnafugata welcomes visitors during the summer at the winery located in the Khamma district. After the tour of the vineyards, the visitor can choose between the Classica tasting of 4 wines or pairing the wines with the typical cuisine of Pantelleria, such as, for example, Lighea accompanied by potato and caper focaccia or Ben Ryé paired with *pasticciotto pantesco* (pantellerian pastry).

Events at Donnafugata

Two annual appointments are among the events most eagerly awaited by wine lovers (about 2,000 visitors), **Cantine Aperte** (Open Cellars), the last Sunday in May in Marsala, and **Calici di Stelle** (Goblets of Stars), 10 August at the Contessa Entellina estate. The spirit of the event is *edutainment*: from the grape tasting in the vineyard during *Calici di Stelle* to the blind tasting at *Cantine Aperte*, with the objective of bringing about high emotional involvement. Characterized by the multi-sensory experience, the 2015 edition of Calici di Stelle was also dedicated to music, dance and wine.

2016 novelties

The first novelty concerns the launch of a **new web-site** completely **dedicated to reception**: visit.donnafugata.it is, in fact, an online site where the user can find all the information about winery tours and events, as well as tips for exploring the territories of Western Sicily where the company's wineries are located. The site is also completely accessible from mobile devices and allows to book the tour.

The second is the opening of a **new multifunctional space**: an area dedicated to tastings but also a show room for all Donnafugata labels. A place that wants to be the quintessence of the company's concept of welcoming, designed to ensure that Donnafugata's visitors have a memorable tasting experience, and to allow them to buy their favorite wines at the end of the tasting. In fact, more and more visits end with a purchase: the top sellers include Mille e una Notte and Ben Ryé, Donnafugata's icon wines.

Reservations

Donnafugata receives in Marsala by appointment from Monday to Saturday. The Pantelleria winery is open to the public in the summer. Reservations on visit.donnafugata.it.

Upcoming events: **Cantine Aperte**, 29 May in Marsala, and **Calici di Stelle**, 10 August at the Donnafugata estate in Contessa Entellina. Reservations: visitare@donnafugata.it, tel. 0923 724245, 0923 724 263.

Marsala, 30 March 2016

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