



DONNAFUGATA

PRESS RELEASE

Donnafugata's Lumera, rosé poetry.

The Sicilian company greets 2014 with a modern rosé that is also characterized by the choice of grape varieties. José Rallo: "Lumera is an evocative name that recalls the light of the territory and the luminosity of the woman in 13th-century Sicilian poetry"

Lumera 2013 is an attractive and modern wine, full of light, rich in Sicily, where the fragrant freshness of the **Syrah, Nero d'Avola, Pinot Noir** and **Tannat** red grapes finds a suave balance: very pleasant and intense aromas of flowers and fruit, agreeably crisp and soft. Lumera bears the name of its predecessor at Donnafugata, but it is an innovative blend and label, a woman's face: bewitching and beautiful.

Donnafugata cultivates its vineyards in the heart of western Sicily and in the Contessa Entellina area in particular. Highly **experienced in red grapes**, for its rosé Donnafugata chooses an unusual blend, the international varieties accompany the autochthonous Nero d'Avola. **Antonio Rallo**, owner and production manager of the company, recounts: "We selected the grapes in the younger vineyards, those less than 10 years old located in the territories of Contessa Entellina Estate, where Syrah, Pinot Noir and Tannat have found their ideal habitat along with Nero d'Avola. The interactions between soil, exposure, altitude, climate and solar radiation of these hills combine to define the characteristics of **Lumera: a fresh wine, soft with intense and identifiable aromas**".

The **2013 vintage** was characterized by balanced and normal climatic trends: a mild winter, good rainfall (767 mm of rainfall recorded by the station at Contessa Entellina) and a cool, ventilated spring. There were no excesses of heat in the summer months, and in late August some rainfall brought cooler temperatures. A trend that determined the full phenolic ripeness of the grapes and the fresh acidity that characterizes Lumera. The grapes were harvested from the first ten days in August to the second ten days in September in the following order: Pinot Nero, Syrah, Nero d'Avola and Tannat. Lumera is obtained by **cold maceration in press** for 24 hours at 10-12°C.

"Lumera, Donnafugata's rosé, expresses joie de vivre and love of beauty - **José Rallo** of Donnafugata underlines -. The face portrayed on the label (perhaps one of the most beautiful in the iconographic heritage of the company), rich in decorative features and narrative details, is a hymn to the Sicilian spring and femininity. **Lumera is the woman loved by the poet who celebrates courtly love**, the sublime being, luminous, celestial, protagonist of one of the most beautiful Sicilian poems of the 1200s. **A rosé that conveys an elegant joy**, starting from its very bright soft rosé color. A pleasant wine, also for its moderate alcohol content (12.3 % vol) which we imagine will be met favorably by the young and modern Italian consumer interested in trying something different. **Lumera, an original interpretation of rosé**, also targets overseas markets where consumption of these wines is more widespread."

Lumera shows **pleasant notes of pomegranates and currants** on a wild strawberry background. In addition, its freshness, sapidity and softness make it extremely **versatile for food pairing**: from seafood starters, hot and cold, to raw fish and succulent shellfish. Also good with fried fish and vegetables, fresh cheeses and second courses of roasted fish. An **ideal wine for a tasty aperitif**, maybe with friends at the end of a work day. Lumera 2013 - Terre Siciliane IGT will be available in wine shops, restaurants and wine bars from February; the average price in wine shops is between 7 and 8 Euros on the shelf.

MARKET NOTES: Research by the French Agrex Consulting says that in the last 10 years (2002-2011) the production (+12.9%) and consumption (+22.9%) of rosé wines in the world has increased more proportionally than the wine industry as a whole. A Focus Group of the Accademia Italiana della Vite e del Vino, with a sample of 50 people, found that 70% of the consumers of rosé wine are under 40 and buy this product in search of something new also in wine and food pairings.

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