



DONNAFUGATA

PRESS RELEASE

## Go Green! The Carbon Footprint Accounting is on the label.

*Donnafugata calculates the Carbon Footprint of its wines and shares the results with the consumer, confirming its commitment to reducing environmental impact.*

Donnafugata, in Sicily, is a family business characterized by a **long-term vision** always aimed at **environmental protection**: from the heroic viticulture on Pantelleria, to the production of clean energy, and energy saving. To increase the sustainability of its production activities, in 2011 Donnafugata decided to **calculate the Carbon Footprint** of its wines and to **communicate it on the label as from 2014**.

A **sticker** on the back of all bottles for sale, in Italy and abroad, reports that Donnafugata carried out the calculation of the Carbon Footprint "from the vineyard to the bottling" and is **committed to further improving its environmental performance**. The sticker carries the logo of **DNV GL - Business Assurance**, a world leading certification body that has been following Donnafugata since its first Quality certification obtained in 2000. It also contains a **QR code**, which can be read by smartphones and tablets, that leads to a page on the company's dedicated website that reports the main results of the study and a link to the Executive Summary (the summary of the DNV GL accounting).

**Greenhouse gas (GHG) emissions data** are expressed in kg of CO<sub>2</sub> (carbon dioxide) from a 0.75 bottle and have been segmented by product category.

- White Wines – 1.132 kg
- Red Wines – 1.131 kg
- SurSur -White Wine-: 1.2054 Kg
- Lumera – Rosè Wine-: 1.2098 Kg
- Lighea - White Wine produced on Pantelleria – 1.671 kg
- Kabir - Naturally Sweet Wine produced on Pantelleria – 1.673 kg
- Ben Ryé - Naturally Sweet Wine with the addition of dried grapes produced on Pantelleria – 1.834 kg

The **study of the productive cycle** has seen the analysis of the **following activities** inside and outside the company.

1. production of raw and auxiliary materials (bottles, capsules, ...)
2. agricultural activities of vine cultivation
3. vinification of the grapes at the Pantelleria and Contessa Entellina production sites
4. transport of musts and wines from the production sites to the Marsala site
5. processing and bottling in Marsala site
6. energy (electrical and thermal from combustion) consumed at the production sites
7. treatment and transportation of the waste generated at the production sites

The reprocessing of collected data has revealed **some intervention areas** for further reducing environmental impact. At Donnafugata, the **"Raw and auxiliary materials" (56.7%)** are recording the highest emissions of CO<sub>2</sub> and among these the heaviest item is that of the **glass bottles** that consume a lot of energy in the production phase. Among the items that determine the CO<sub>2</sub> emissions in second place we find the consumption of **"Energy" (28.2%)** related to agricultural practices at the stages of vinification, bottling, aging and more. In third place **"Transport" (11.7%)** due to the incoming Materials and transfer of musts and wine between the production sites. Other items represent 3.4%.



DONNAFUGATA®

**“To reduce the level of CO<sub>2</sub> emissions** attested by our first Carbon Footprint Accounting - says **José Rallo** of Donnafugata – we are focusing on the item with the greatest impact: the glass bottle. We have chosen a lighter bottle, produced in a glass factory closer to our bottling plant, thus sparing emissions from auxiliary Materials and Transport. As from January 2014, only in some markets that are more sensitive to environmental issues, Anthilia and Sedara, will be proposed in a lightweight bottle with screw cap. Modifying your production cycle requires commitment, teamwork and a strong motivation. Always focusing on quality, we are trying to **share with today's consumer** the search for a **more sustainable model of production** from an environmental point of view. In this direction, our “call to action” to the consumer: announce our commitment and the results of our Carbon Footprint Accounting on the label.”



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