

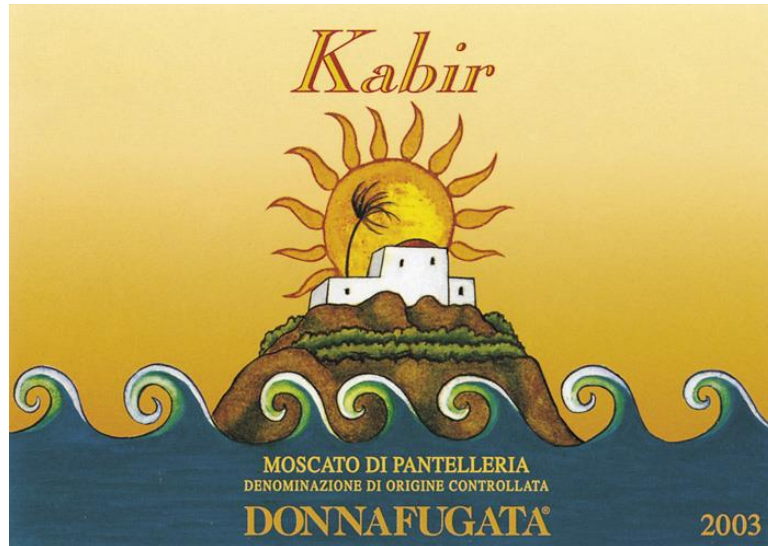


DONNAFUGATA

PRESS RELEASE

## *A new label for Kabir*

**Sun, wind, sea, land, the unmistakable elements that express the Mediterranean soul of the Donnafugata Moscato produced on Pantelleria.**



**Kabir vintage 2003** - Donnafugata's Moscato di Pantelleria DOC - debuted at the 38th edition of Vinitaly in an entirely new "outfit" that is in line with the image and style of the Sicilian wine house's more innovative and highly regarded labels. A naturally sweet wine like Kabir, which is original and inimitable, deserved an esthetic makeover to reaffirm its profound Mediterranean identity.

**Sun, wind, sea** and **land** are the key elements in this communications project. On Pantelleria, those four elements constitute an irrepressible force: the sun scorches the vineyards, the wind whips the vines, the sea presents a wide palette of colors and the vines grow in land, carved from the mountain and enclosed by low, dry-stone walls. Excess is at home on Pantelleria. However, it is an island that yields immense satisfaction for those who—motivated by a desire to pursue Extreme Quality—approach it with religious respect.

The starting point of the new label was the original draft prepared by illustrator **Stefano Vitale**, author of extremely attractive designs that have contributed to the growth of the personalities of such Donnafugata wines as Anthilia, Lighea, La Fuga, Sedàra, Angheli and Tancredi. After months of studies and trial print runs, **Gabriella Anca Rallo** transformed the proof into a label. In doing so, she secured a synthesis that expresses in an innovative way the colors, freshness and aromatic richness that Zibibbo (Moscato d'Alessandria) grapes bestow on this seductive sweet wine, called Kabir from the Arabic term "the Great."

"We are committed to the consolidation of the stylistic coherence and the recognizability of the Donnafugata wines," explained **José Rallo**. "Thanks to my mother's imagination, Kabir now has an extraordinary label that is capable of evoking the profound spirit of nature on Pantelleria. It is a treasure that reveals the effects of man's labor over the millennia."

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