

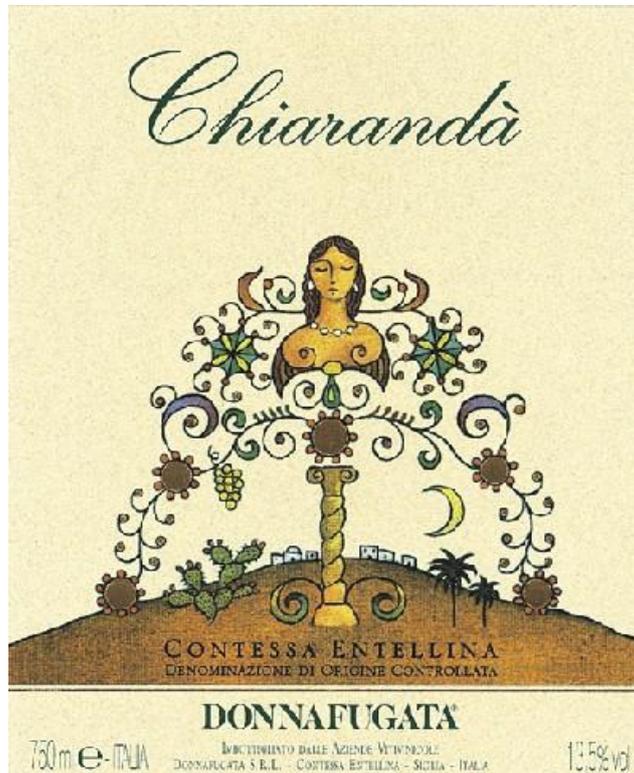


DONNAFUGATA

PRESS RELEASE

## *The new Chiarandà*

**Debut at MiWine of the new Chiarandà. The 2002 vintage appears renewed in name and label but above all it boasts an enriched sensory profile.**



The 2002 vintage of Donnafugata's most important white, Contessa Entellina DOC, will make its debut at the MiWine show in Milan where it will display the effects of substantial changes.

First of all, the **name**. From now on, it will simply be **Chiarandà** (no longer Chiarandà del Merlo). This decision was based on a desire to improve communications and identification, especially abroad.

Then, the **label** with an interpretation of the Donnafugata theme, which is intended to represent more effectively the personality of this wine and to reaffirm its Mediterranean identity. The starting point was the original sketches prepared by illustrator Stefano Vitale, author of an outstanding visualization that has contributed to the success of the Donnafugata wines. After many months of study and innumerable proofs, **Gabriella Anca Rallo** transformed the sketch into a label.

The most important aspect is the **wine**. With the 2002 vintage, the Sicilian wine house has focused on growth in the quality of this white, which is obtained from Ansonica and Chardonnay grapes. "Different from the situation in other regions, Sicily enjoyed a vintage that was scarce but of extraordinary quality whether for reds or whites," said producer **Antonio Rallo**. "As far as the Chiarandà is concerned, we have concentrated close attention on the aromatic as well as the physiological maturation of the grapes. In addition, to increase complexity, we have fermented the wine in wood from seven different coopers and left it to mature on the lees for more than seven months, followed by about 14 months of fining in the bottle. The result emphasizes the fruitiness of the two varieties, melded in a more delicate and harmonious way. We have confidence in the longevity of this Chiarandà 2002 and we are much impressed by its incomparable elegance."

*Press Office: Palermo, June 12, 2004*