



**DONNAFUGATA**

PRESS RELEASE

## *Expo 2005 in Japan*

**The Aichi Universal Exposition: Italy will be presenting its famous “Art of Living,” with Donnafugata testifying to the excellence Sicilian wine has reached.**

“The Art of Living:” That is the theme Italy will be taking to the Universal Exposition 2005 in Aichi, Japan. According to organizers’ predictions, this world-class event will attract more than 15 million visitors between March 25 and September 25 and offer an extraordinary synthesis of Italian culture and enterprise: design, fashions, wine and food, music and art.



***José Rallo and Women of Wine representing Italy at Aichi Exposition***

The Donnafugata wine estate—the only Sicilian estate among the Italian properties participating—has been asked to provide a selection of its wines as a testimonial to how excellent the island’s wines have become.

“Being in Aichi for the Universal Exposition fills us with joy,” says producer José Rallo, proprietor of Donnafugata. “It’s a prestige showcase where Sicily will play a leading role, underscored by exhibition of the ‘Dancing Satyr,’ a superb statue of the 4th century BCE that symbolizes Dionysian rapture. It was found in 1998 in the Sicilian Channel between the island and Africa and will serve as the fulcrum of the Italian Pavilion.”

“Wine is an important element in our cultural identity – José Rallo observes –. Our wines are the fruit from the Contessa Entellina countryside, where vines have been grown for thousands of years, starting with the ancient Elymians, and from the island of Pantelleria, whose volcanic nature gives wine limitless sensory richness.”

From the standpoint of economic opportunities, Japan and the Asian countries account for a substantial share of Donnafugata’s exports. “We are in this region with all our labels,” said Antonio Rallo, a member of the family and business manager, “targeting the medium-high range of restaurants. These markets demand outstanding product quality and a strong ‘Made in Italy’ connotation, two elements we have succeed in guaranteeing and from which we have secured highly flattering results. In sales terms,” Antonio Rallo noted, “Japan is our fourth largest foreign market, with great growth potential.”

The key date in Donnafugata’s participation at Aichi will be April 28, the day the Exposition will devote to Italy. The house’s wines will be presented at official receptions. Earlier still, Ben Ryé Passito of Pantelleria will be offered on March 31 for a toast at the closing of the “Teste di Pantelleria” exhibition at the Toyota Municipal Museum of Art. The *teste* are marble portraits of the Roman period found on the island in 2003.

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