



DONNAFUGATA®

PRESS RELEASE

## *DONNAFUGATA, UNDER THE SIGN OF THE SOFT ECONOMY.*

**The Sicilian wine estate becomes an example of “Made in Italy,” which creates quality and culture and protects the environment. Antonio Cianciullo, a correspondent of *La Repubblica*, and Ermete Realacci, a historic figure in the Italian environmental movement, sign the book *Soft Economy*, which contains 25 stories about a possible new Italian miracle. A book that resists economic decline, environmental decay, social impoverishment and pessimism.**

This is a successful Italy, an Italy that never declines but succeeds in being innovative and talented. It is the new “Made in Italy” of the soft economy, “an economy based on identity, history, creativity and quality. It is an economy that is able to join social cohesion with competition and draw strength from the community and the territories.

It is an economy of excellence that has emerged from the shadows of our bell towers, the snow-covered peaks of the Alps and the sun-drenched hills of Contessa Entellina in Sicily. Antonio Cianciullo, a correspondent of *La Repubblica*, and Ermete Realacci, honorary president of Legambiente and now president of the Symbola Foundation, have carried out a voyage of discovery with *Soft Economy*, published in Rizzoli’s BUR series. They have explored this Italy, which is capable of competing internationally by putting together tradition, high-tech, parks, research centers, tourism and innovative industry.



The book contains 25 stories of entrepreneurial originality and dedication to the territory, examples of successful companies at the international level and expressions of Italian production that know no obstacles and continue to have the wind in their sails, despite everything. Donnafugata, a historic brand of premium wine, figures among these enterprises. Today, it is in the forefront of a production philosophy that under the motto “Business, Nature and Culture” has completely revolutionized the enological profile of a land that until a couple of decades ago bore the weight of mass production.

“This is a producing Italy,” said José Rallo, “that does not fear confrontation but instead receives from the markets new stimuli to move ahead on the path of quality, while respecting the environment and the values of the zone. And it is against that horizon that we must imagine the country’s future without betraying the style and the image of a beautiful and appealing Italy.

*The Press Office: Palermo, November 23, 2005*