



DONNAFUGATA

PRESS RELEASE

## *Donnafugata and the “Grandi Marchi” in the Far East.*

The wine houses that participated in a recently concluded mission to China and Japan reported that it was a highly successful event. The mission was carried out by companies belonging to the Grandi Marchi (Great Brands) organization, a consortium of 18 leading Italian wine producers created for the purpose of engaging in promotional activities abroad. The members: Donnafugata, Antinori, Biondi Santi, Ca' del Bosco, Pio Cesare, Michele Chiarlo, A. & G. Folonari, Gaja, Jermann, Lageder, Lungarotti, Carpenè Malvolti, Masi, Mastroberardino, Rivera, Tasca d'Almerita, Tenuta San Guido and Umani Ronchi.



The first stop, on November 24-26, was Shanghai where the Istituto Grandi Marchi participated in “Vinitaly China,” held at the Shanghai Exhibition Centre with the participation of sector professionals and aficionados. The Institute formally presented its members' wines at a guided tasting staged in collaboration with the Verona Fair Authority in the prestigious Portman Ritz Carlton Hotel. Each house offered one wine, which it regarded as the most representative, for tasting by an audience of journalists and opinion leaders.

The Chinese market, on which Donnafugata is represented by ASC Fine Wine, has given further proof of its potential: since 2001 demand for wine has grown by 50% and the number of consumers has risen to 120 million.

It was Japan's turn after China and the Grandi Marchi Institute's members reported that their presentation aroused extraordinary interest. More than 500 journalists, sommeliers, buyers and restaurateurs flocked to the New Otany Hotel on November 28 for a workshop at which the Grandi Marchi wines were presented and tasted.

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