



DONNAFUGATA

PRESS RELEASE

## **I Dolci di Giotto and Donnafugata. Two creators of excellence together in aid of social-benefit projects premiered at Taste 2012.**

*The inmates working at the Padua prison bakery make their panettone even more fragrant thanks to Kabir Moscato di Pantelleria DOP produced by Donnafugata.*

**"Betting on quality"** is the philosophy shared by two Italian gourmet products being presented together at Taste 2012, the wine & food show to be held at the Stazione Leopolda in Florence from March 10 to 12.

**La Pasticceria del Carcere di Padova** ("The Padua prison bakery"), which participates with its "I Dolci di Giotto" ("Giotto's Sweets") brand, is a social cooperative that gives work and hope to more than 120 inmates involved in creating **homemade baked goods** of extremely high quality such as traditional Italian Christmas and Easter cakes, *panettone* and *colomba*. I Dolci di Giotto has won a host of awards and honors, from Gambero Rosso to the Accademia Italiana della Cucina, and with their *panettone* crossed the threshold of the Vatican, standing out among Christmas gifts for Pope Benedict XVI.

**Donnafugata** is a producer of fine wines in Sicily, for more than 10 years involved with **protecting the environment, the landscape and biodiversity** and engaged in **charitable projects**. With the Donnafugata Music & Wine Live project it recorded two performance CDs, sales of which were donated to the pediatric heart surgery department of the Palermo city hospital and to a micro-credit endeavor. So getting into this new **social-benefit** project with La Pasticceria del Carcere di Padova was only natural.

José Rallo, co-owner of the Sicilian winery explains: "The idea of adding Donnafugata's Kabir Moscato di Pantelleria to the dough of I Dolci di Giotto's cake was **born at Taste 2011**. A love at first sight between the two partners which, after lengthy study and testing," she goes on to say, "led to a sensational **naturally rising panettone**: Christmasy, but at the same time sunny and Mediterranean."

With its scents of orange zest, melon and roses, **Kabir Moscato di Pantelleria** made from Zibibbo grapes combines with the mellow, enveloping buttery fragrance of the **Padua prison panettone** to recount the magic of Pantelleria, the island of sun and wind. Two production traditions, two symbols of Italian excellence that **help to give work experience to inmates of the "Due Palazzi" prison**. An effort that in Italy is distinctive for significant results in terms of rehabilitation and re-insertion, as testified to by a repeat incarceration rate reduced to 1%.

A **one-kilogram panettone** and a 375 ml **bottle of Kabir** will be teamed in a **gift package** highlighting the Donnafugata and I Dolci di Giotto partnership: paired logos and Mediterranean colors mixed with reproductions of famed medieval artist Giotto's frescos in the Scrovegni Chapel, Padua, along with a clear message in favor of social-benefit work.



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**Donnafugata donates** 50% of the wine used to make the cakes and also 50% of the value of the bottles, plus offering its trademark for greater product visibility on store shelves beginning in November 2012. The revenue collected will not only support the work of those involved but also help to find jobs for disadvantaged persons.

The Kabir-flavored *panettone* will be **previewed on February 24 in Padua** at the “Due Palazzi” prison, during the **presentation press conference at Taste 2012**: godfather to the project, born during the previous edition of Taste, will be **Davide Paolini**, the wine & food writer for *Il Sole 24Ore* who every year presides over the show of excellent Italian gourmet products organized by **Pitti Immagine**.

**Other occasions for preview tastings of the Kabir-laced panettone along with Donnafugata’s Moscato di Pantelleria DOP:**

**TASTE 2012**

- At the Donnafugata and *I Dolci di Giotto* booths
- During the *Fuori di Taste* event “*Panettone tutto l’anno*” (*Panettone All Year Round*), Saturday, March 10, from 6 to 10 pm at Caffé Letterario *Le Murate* (Piazza delle Murate, Florence)

**VINITALY 2012**, Donnafugata booth (Hall 2, stand 71D/74E)

*Marsala, February 20, 2012*

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