



DONNAFUGATA®

PRESS RELEASE

DONNAFUGATA'S NIGHTTIME HARVEST TRANSMITTED LIVE FOR THE FIRST TIME

The annual event is revamped and now visible online. The night of August 10th the moonlit harvesting of the Chardonnay will be streamed live. Wine-lovers worldwide will be connected with José and Antonio Rallo, live from Sicily, in an innovative **Social Wine Experience**.

It will be a truly global **nocturnal harvest** on **August 10** at the **Donnafugata** estate at **Contessa Entellina**. For the first time it will be transmitted live in streaming at www.donnafugatalive.it and on the [DonnafugataWine](#) Facebook page, enabling **wine-lovers** all over the world to watch the moonlit grape picking on their **computers and mobile devices** and experience all its enchantment.

José and Antonio Rallo will be narrating what's happening at the Chardonnay vineyards, explaining how nighttime harvesting protects all the fragrances of the grapes and makes for considerable energy savings.

There will be two *live* broadcasts, the first in Italian at 10 pm and the second in English at 12:30 am, both of which can be actively followed on the [Facebook Tab](#), chatting with and asking Donnafugata's owners questions, which will be answered live, and commenting on **Twitter** through *#donnafugatalive*.

The live stream from the vineyard will take you from grape to glass through a guided tasting of 4 wines born at the Contessa Entellina estate: **Anthilia**, flagship white wine of the company; **Chiarandà**, the winery's finest white, and Donnafugata's two great reds, **Tancredi** and **Mille e una Notte**.

In the background there will also be live coverage of **Calici di Stelle (Goblets of Stars)**, the traditional summer Wine Tourism Movement event that yearly brings hundreds of visitors to the Donnafugata estate (located at km 60 on state highway 624, Palermo-Sciacca).

The live stream will enable wine-lovers to participate in an innovative **Social Wine Experience**, tasting the wines at home with friends or attending one of the events being held at restaurants, wine shops and wine bars in Italy and other countries where the stream will be screened and a tasting offered of one or more of the four wines chosen. The events map is shown on the mini-site and on Facebook in the "**Event Locator**" box and is constantly updated.

The decision to take the nocturnal harvest live on Internet is part of the great commitment the winery is making to **digital communication**, begun in 2011 with revamping the Donnafugata website (scoring 140,000 visits a year) and taken ahead with the April 2012 debut of its Facebook page (www.facebook.com/DonnafugataWine) and Twitter account ([@DonnafugataWine](#)).

AN INITIAL LIST OF WHERE YOU CAN WATCH THE LIVE STREAM

In Italy: Caffè Biffi (VA); Bottega Da Gigi (CO); Enoteca Marino (CO); Ristorante. Il Peccato (LI); El Mojito (CS); Free Time (CS); Ristorante Vinosteria 4 Chiacchiere (AR); Ristorante Il Drago (CS).

Abroad: Osteria Mamma (Hollywood, USA); Toast Enoteca & Cucina (San Diego, USA); Jasper's Marco Polo Restaurant (Kansas City, USA); BlackSquare Inc (Calgary, Canada) WineCollective (Calgary, Canada); De Wijnrank (Brulens, Belgio); Malvasia Restaurant (Bucarest, Romania).

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