



PRESS RELEASE

Huffington Post Italy launching

José Rallo of Donnafugata among the bloggers chosen by the online newspaper



José Rallo (ph © fabiogambina)

Today, September 25, is online the Italian version of [The Huffington Post](#), the website founded in the U.S. by Arianna Huffington, Kenneth Larer and Jonah Peretti and representing one of America's premier news and opinion sources with **50 million hits and 6 million posts a month**. The director of the Italian version is Lucia Annunziata, TV commentator and reporter who currently anchors the "In ½ H" program on RAI 3.

The Italian version follows the American formula: a **mix of exclusive news** coverage and opinion pieces together with posts from a **blogger community** of more than 180 people expressing the many voices of Italy. Among them, in the *Culture* section, is **José Rallo**, chosen for her role as wine producer. Her blog will combine topics naturally related to the wine universe, from food to travel, music, literature, economics and sustainability.

This is a **new challenge for the co-owner of Donnafugata**, who sees the blog as a new way to communicate: "I've been working at our family's winery for 22 years, enjoying and putting myself to the test. Wine gives my life a window on the world, the possibility to exchange ideas on ongoing trends, cultural diversities, on the many opportunities of success for fine Italian-made products, moments and thinking I'd like to share with the followers of my Huffington Post blog."

For Donnafugata it will be an additional cyber forum, direct and closer to the readers, along with the [corporate web site](#) and social profiles on [Facebook](#), [Twitter](#) and [Youtube](#).

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