



DONNAFUGATA

PRESS RELEASE

## *Donnafugata "First in Class" at Vinitaly 2007*

The annual survey conducted by the magazine *Cucina&Vini* among visitors to the annual fair staged in Verona awards the Sicilian wine estate with the maximum votes.

**Marsala, June 4, 2007.** As every year on the occasion of Vinitaly at Verona, the magazine *Cucina&Vini* enlists visitors to the stand of its publishing house in a survey aimed at learning their tastes and the latest trends. A total of **4,170 wine lovers participated in the inquiry** and they expressed a total of 12,512 preferences.

**Donnafugata was the wine estate most extensively appreciated** by participants in the survey in which the estate racked up 270 votes. The **success of the Sicilian wine sector** was also extraordinary, since it emerged in second place, immediately after the Veneto (1470 votes out of which 123 to Allegrini), third place went to Tuscany (1140 votes out of which 165 for Antinori).

The data of the survey are of particular interest because they emerge from a "sample" surveyed during **Vinitaly, the world's biggest fair dedicated to wine**. It is a magnificent occasion for assessing the knowledge and appreciation of national enological production from the members of the trade and increasingly demanding aficionados.

Donnafugata, who wins this title for the second time confirms the recognition of the quality of its wines and the support that the Sicilian wine house receives from the final consumer.

"Vinitaly 2007," explains **Antonio Rallo of Donnafugata**, "went beyond our forecasts in terms of quantity and, above all, quality of our contacts. From our side, we have sought to give our best. The people behind the counter were our most qualified collaborators-the enologist, agronomists and those in charge of the winery- because wine is for us the absolute protagonist."

"Lastly," Antonio Rallo concluded, "after this year's feedback from the "great people of Vinitaly" we feel like eventhough Italy's consumption of wine has decline, it has gain in quality of consumers and in the search for new emotions. It is a consolidated trend that also reflects the sweeping information effort directed to the public of the specialized press and magazines like *Cucina&Vini*, which have carried out their assignment for some time with professionalism and firmness."

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