



DONNAFUGATA®

PRESS RELEASE

## *www.donnafugata.it speaks 9 languages*

The Sicilian winery's website has been revamped and welcomes users in their native languages, making info seeking easier.

Donnafugata, the producer of premium Sicilian wines, offers web surfers a site that's ever more polyglot, publishing **7 new landing-pages** (in French, German, Japanese, Chinese, Russian, Korean and Spanish) along with full versions in **Italian and English**.

Thanks to technology **redirecting users based on their language**, Donnafugata uses these landing-pages to greet surfers with a welcome message and a button menu linking to content of major interest in the user's own country: importers, events and exhibits, press round-up, downloads of technical files and more.

In addition, Donnafugata is using **RSS (Really Simple Syndication) feed**, a technology that gives website users a selection of content that's always updated on their own browsers. With RSS feed you can conveniently get info of any type without having to go back to the homepage. For those with more time, news arrives with the newsletter.

The Donnafugata is continually evolving, as further demonstrated by its rising number of hits: 22,121 in 2005, 41,586 in 2006, 78,142 in 2007, and **92,897 in 2008**. And 10% of visitors log on for 10 to 15 minutes, partly thanks to approximately 1,950 pages indexed on Google and 1,114 photos.

The website has also been designed for **service**. In the "**Our Wines**" section there are not only files for each single product but also news on individual vintages, awards and honors. From the "**Download**" you can get technical files for the products, a slide-show winery presentation, brochures, folders and labels: tools useful to representatives of Donnafugata worldwide – the importers, restaurants and wine shops that often use this material to educate, inform and organize tastings.

The media have a dedicated "**News & Press**" area, with recent press releases and an archive dating from 1999, a round-up of recent articles in the Italian and international press (archived since 2005) and an ample gallery of videos and photos that can be downloaded in high and low resolution. A separate section, very popular with *aficionados and wine-lovers* is "**Wine Tourism**" where you can find directions to Donnafugata in Marsala, Contessa Entellina and Pantelleria, learn what kind of tours the winery offers and book them.

Officially crowning this success with the public are kudos from **www.winenews.it** – Italy's top website devoted to wine – that gave the Donnafugata site its highest rating: @ @ @ @ @.

*Marsala: March 29, 2009*

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