

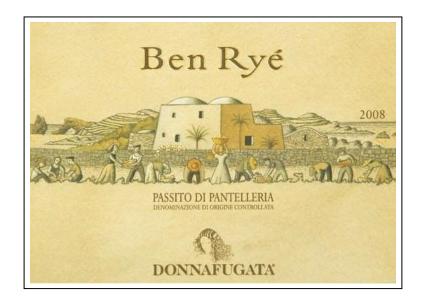
PRESS RELEASE

20th Anniversary of Ben Rye', the sweet wine loved worldwide

To celebrate the 20th harvest of Ben Ryé, Donnafugata is launching a new art label.

The image expresses the love, hard work and careful dedication of the heroic viticulture of the unique and charming island of Pantelleria.

A sweet and warm portrait that reveals the essence of this wine that is loved worldwide.



The "Son of the Wind" remains true to itself in the 2008 vintage, revealing the **extraordinary complexity** it has reached in recent years.

Specifically, regular weather conditions and fine vineyard tending led to an optimal grape harvest. On Pantelleria grape picking began on August 17 and continued through September 20, following the different ripening stages for the **Zibibbo** (Moscato d'Alessandria) that Donnafugata cultivates in 11 areas of the island.

Big changes in temperature from day to night helped enhance the **bouquet** of the Zibibbo grapes, grown shrub-like on volcanic and naturally dried in the island's sun and wind.

In **appearance** the 2008 Ben Ryé is bright, consistent and amber yellow. To the **nose** it has striking notes of ripe fruit that harmoniously blend with salty and mineral nuances.

In the **mouth** it is sweet, engrossing, with a sensation of fullness perfectly balanced by freshness. A Ben Ryé confirming its greatest promise with impressive elegance. A wine of great longevity yet exciting right from release.

(Analytic facts: Alcohol: 14.13% vol. Total acidity: 7.16 g/l. Residual sugars: 203 g/l. pH: 3.82)

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