



**DONNAFUGATA®**

PRESS RELEASE

### *Antonio Rallo President of Assovini Sicilia*

**Aims: leveraging the unity of member wineries to improve quality and better promote Sicilian wines worldwide**

Antonio Rallo has been elected president of Assovini Sicilia, the island's premium winemakers association created in 1998. Antonio Rallo, co-owner of Donnafugata, already Assovini vice-president, will head the association for the next three years, flanked by a board of directors composed of two vice-presidents, Mariangela Cambria (Cottanera) and Francesco Ferreri (Valle dell'Acate) and members Stefano Caruso (Caruso & Minini), Laurent Bernard De La Gatinais (Rapitalià), Alessio Planeta (Planeta) and Alberto Tasca (Tasca d'Almerita).

Giuseppe Christian Longo –in charge of “Development Activities” in the last six years – has been now appointed Assovini Director.

A generational turnover that doesn't change Assovini strategy but instead intends to reach even higher goals after the great groundwork laid by the association in recent years.

“This election,” new president Antonio Rallo comments, “demonstrates our ongoing commitment to a shared project of developing Sicilian winemaking. As Assovini we will continue with our plans for promoting Sicilian wine, based on the production territories and entrepreneurial expertise that have gained such an excellent reputation worldwide. There's a lot to do, but we start from an excellent background: the authoritativeness that Assovini members, from the leading brands to the smallest niche wineries, have built up over time, in part thanks to the association's work and the guidelines set by my predecessors: my father Giacomo, Lucio Tasca and Diego Planeta. Sicilian fine wines have great appeal worldwide and our wineries must take advantage of this potential, leveraging an important enological history as well as our flair for projection into the future.”

*Marsala, June 27, 2011*