



DONNAFUGATA

Vinitaly 2012: Donnafugata presents its new vintages

Vinitaly is the occasion for tasting all of Donnafugata's wines. Those on the market, the new vintages, the most award-winning, the great classics and the top of the range.

A recent survey for the Istituto Grandi Marchi conducted by Bocconi University in Milan underscored that the winning business model in the Italian wine world is the **family-run** company, featuring characteristics able to **create new balances** and **conciliate conflicting elements**: a suitable production volume to guarantee **quality and a fine assortment**, a product range having **visibility and good distribution** and **prestigious excellences**.

On a polarized market, successful Italian wineries have managed to produce "value for money" for products at every level: from **character wines** in the highest ranges to those oriented towards simpler, more casual consumption, making wine an **affordable luxury**. A solid and flexible business model able to deal with market challenges by fine-tuning product strategy.

An aperitif or an after-dinner drink with friends are now the privileged occasions for wine-by-the-glass consumption. Donnafugata offers **Lighea**, 100% Zibibbo, a "young and fun" wine featuring outstanding aromatic richness, crispness and flavor. Vintage 2011 will be presented at Vinitaly in **an additional format: a magnum**, to bring the colors of Sicily to the wine bar counter. The same bottle size is also arriving for the 2011 Sherazade, but not until May.

Sedàra, a blend of predominantly Nero d'Avola plus international grapes, has always been famous for its excellent balance of fruit and structure and is great for a dinner with friends or a classic Sunday cookout. With the 2010 vintage it has gained in freshness and provides the ideal pairing with light and tasty Mediterranean cuisine. The packaging has been slightly restyled, **with colors referring to the freshness of the fruit**.

There will be a preview of the 2008 **Angheli**, with a **significant change in the blend**: 60% Merlot and 40% Cabernet Sauvignon, a Bordeaux-style combination enhancing the great potential of the fruity Merlot grape and the structure of Cabernet. The two grapes make the wine most appealing, elegant and perfect for a "first date".

Tancredi is one of Donnafugata's most award-winning wines. As important and charming as Alain Delon, starring Tancredi in *The Leopard* directed by Luchino Visconti, it will be presented at Vinitaly in the 2008 vintage featuring an **interesting change in the blend**: Cabernet Sauvignon (as main variety) along with Nero d'Avola, plus Tannat and other grapes. The Tannat was chosen particularly for its great adaptability to Mediterranean climates and the quality of its tannins, which, depending on the year, can complete those of the Cabernet Sauvignon. The 2008 is, complex and elegant, as in its best vintages.

On the back labels of Anthìlia, Polena, Lighea and Sedàra you will find the QR Code, with links to the wine files.



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The Rallo family, attending the exhibition and delighted, as always, to personally welcome visitors, emphasizes the importance of this event: *“For us Vinitaly is a big proving-ground to meet Italian and foreigner customers as well as consumers to learn their opinions on our products and get qualified information over consumption trends and the evolution of the international market”*, says **Antonio Rallo, co-owner of Donnafugata**. A unique occasion at which the winery exhibits every year, turning out in full: thirty-some staff and collaborators ready to enthusiastically welcome anyone wishing a taste of Sicily.

AWARDS AND RECOGNITIONS – Full list at www.donnafugata.it, product section.

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