



DONNAFUGATA®

“Welcome to Facebook and Twitter!”

Donnafugata launches its social profiles. Informal and authentic, open to fan contributions to take wine culture worldwide

Vinitaly 2012. Donnafugata opens its Facebook page (www.facebook.com/DonnafugataWine) and Twitter account (@DonnafugataWine) to bring to the digital world the **convivial, welcoming and open spirit** that has always typified the winery and its team.

Digital channels can, in fact, facilitate **direct connections** to wine-lovers and foster networking between people acquainted with the winery and its products and those who are not, through **word of mouth**. Another important service that Donnafugata wishes to offer through Facebook and Twitter is a “lite” form of customer care, getting feedback on quality and the services offered (such as wine tourism info) while responding to the questions and comments of wine-lovers using the networks.

Facebook and Twitter are meeting-places for very different kinds of people, from true wine connoisseurs to beginners, all sharing a desire to **actively engage in their interest in wine**, in terms of both knowledge and sharing experiences.

So the hope is that Donnafugata’s Twitter account and Facebook page will become places where wine-lovers can swap comments and get info straight from the source. As well as virtual venues for meeting new people, networking for business or pleasure, chatting, discovering new tastes and ideas and sharing these experiences “socially” with Donnafugata.

Graphics are light, featuring sunny colors in tune with the winery’s website: **www.donnafugata.it**

The **Facebook** wall will contain posts from the winery on events, vintages, tips for wine-lover travelling to Sicily and items of interests as well as posts by people wanting to share their interest in wine through words and images.

For **Vinitaly** and the Facebook and Twitter launches, the winery will begin a campaign reflecting the spirit of its entry into the social network world: **the #1 Collection_Donnafugata@Vinitaly**. Wine-lovers stopping by to taste Donnafugata wines will be given a **sticker with the famous “I like” icon** they can attach to their favorite bottle and be photographed with, with the snaps uploaded to Donnafugata’s Facebook and Twitter sites. The stickers can be used **elsewhere** at the Verona event to **show and tell** about everything liked at Vinitaly.

Tagging the DonnafugataWine page, in fact, you join the #1 Collection_Donnafugata@Vinitaly photo album. At the tasting booth you will also find a **touch screen**



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enabling you to see yourself immediately every time you **tag** or are **tagged** on the winery's page.

On FB and Twitter profiles Donnafugata **speaks English** to overcome all geographical barriers. The choice of both social networks derives from observing the web. When you talk about wine through digital channels Twitter is the one most used in the USA (from 9/2010 to 9/2011 more than 11.7 million tweets) while in Italy the preference is for blogs and Facebook, although Twitter is gaining popularity and has a more **targeted** following.

Donnafugata has opted for **informal, authentic** communication fully respecting a desire to be transparent and captivating and above all to **give visibility to contributions from wine-lovers**. Digital sharing becomes a tool for **taking wine culture beyond all borders**: geographical, cultural, thematic.

Stay tuned!!

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