

## ***And it is Prio, the pleasure of a new Donnafugata white.***

**With a homage to Catarratto, the Sicilian company's commitment to autochthonous varieties marks a new milestone. Antonio Rallo: "From the Mazzaporro and Casale Bianco vineyards, a modern and attractive single variety. A Sicilia Doc that well expresses the potential of this vine variety".**

It is a strongly identifying and evocative wine, called *Prio* which, in Sicilian dialect, is used to express sensations of pleasure, joy and happiness. It is produced from Catarratto grapes, a variety that is a symbol of the island's autochthonous white varieties.

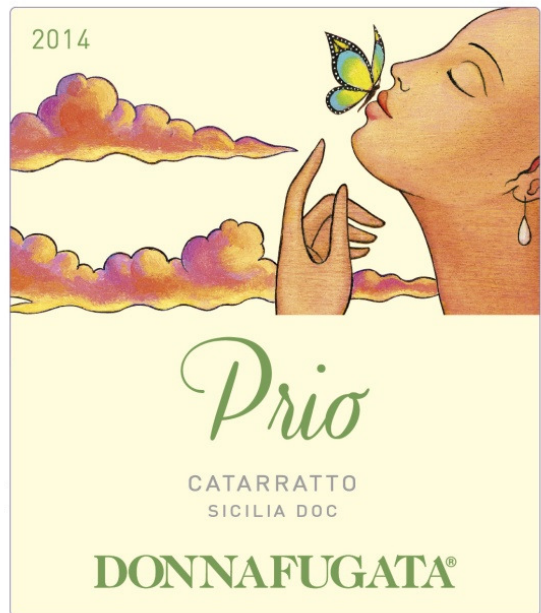
A new wine born from the Donnafugata project aimed at exploring the extraordinary potential offered by the vine varieties of the island: after the Nero d'Avola *Sherazade*, the Zibibbo *Lighea*, the Grillo *SurSur*, now the Catarratto *Prio* is arriving, the fruit of the 2014 harvest.

The production zone is the Contessa Entellina estate, in the heart of western Sicily, where the vineyards are an integral part of a harmonious and exciting landscape. Among these hills that have shaped the history of Sicilian viticulture, Catarratto has certainly been an important variety, as Nero d'Avola.

The style is that of a modern and versatile wine; its character fully reflects the soul of Donnafugata: immediately recognizable aromas, great freshness, structure and minerality perfectly balanced. The bouquet of *Prio* 2014 is rich in white flowers and citrus notes, citron and bergamot, inviting and persistent, it brings joy sip after sip, a happy companion to a fish-based dinner, also a pleasant aperitif.

"We've been cultivating Catarratto for a long time and we have learned how to vinify it with great satisfaction - says Antonio Rallo who runs the production of the family business - and for *Prio*, at Contessa Entellina, we have chosen the Mazzaporro and Casale Bianco vineyards, territories that have given us the right balance between structure, minerality and aromatic richness, precisely the character that we wanted this single variety to have."

According to José Rallo, who has taken care of the new wine's image, "*Prio* is the unexpected and authentic joy of a woman sweetly kissed by a butterfly that lands on her face, on a summer day at sunset. A label, intriguing and sensual like this Catarratto."



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## A DETAILED LOOK

### From the vineyard to the winery

**The contrada Mazzaporro vineyard, Contessa Entellina:** clay loam soil with a sub-alkaline reaction (pH 7.6); total limestone 25%; altitude 250 m AMSL; exposure 30% flat, 70% W; the Catarratto was planted in 2007 and in this portion of the territory it is characterized by minerality and structure.

**The contrada Casale Bianco vineyard, Contessa Entellina:** clay loam soil with a sub-alkaline reaction (pH 7.7); total limestone > 35%; altitude 370 m AMSL; exposure 70% W, 30% S; the Catarratto was planted in 2008 and in this sub-zone it has developed a special aromatic finesse.

Aromatic precursors are very influenced by the characteristics of soils and their interaction with the microclimate; in the case of Catarratto, thiol compounds are predominant (as in Sauvignon Blanc); the significant day/night **temperature range** that characterizes the Contessa Entellina hills contributes to developing the finer and more elegant aromatic components in the best way possible.

In order to best extract the aromatic precursors from these grapes, in the winery we proceeded with a **criomaceration** (must and skins, at a low temperature) for 6-12 hours at 7-8° C. After fermentation the wine remained on its noble lees for a few months, in steel, before being bottled.

### Research on autochthonous Sicilian varieties

For years Donnafugata has been collaborating with the Regional Department of Agriculture on the **enhancement of autochthonous varieties project**, hosting – within its estate, in contrada Predicatore – an **experimental field** where 19 different varieties have been planted, for a total of 30 biotypes.

In addition to the “relic” varieties, almost totally extinct in the island's viticultural scene, in the field there are also some of the more widespread vine varieties, including **Catarratto, with 3 biotypes**.

The micro vinifications that have been carried out since 2012 at the experimental winery “Centro per l'Innovazione della Filiera Vitivinicola Ernesto del Giudice”, are giving very interesting results; in the future we will be able to select and propagate the best biotypes.

### A profoundly Sicilian and modern wine

*Prio* is the fruit of a careful reading of the viticultural potential at the Donnafugata estate; born from those specific vineyards of Catarratto which for the nature of their soils, altitude, and exposure, expressed their best in a wine of medium structure, whose greatest pleasure had to be looked for in the fruity component and freshness (acidity).

And this was the case: *Prio* is a profoundly Sicilian wine whose **enveloping brightness** is easily recognizable; it is also a modern wine, **capable of satisfying the taste of that segment of young consumers** who are approaching high quality drinking.

According to a **Wine Monitor survey**, in fact, only 16% of young people under 30 drink wine every day; 23% drink it very rarely or never, while the others prefer it on convivial occasions such as the aperitif.

It is the informal consumption, such as in **wine bars**, the one *Prio* primarily wants to address thanks to its attractive organoleptic characteristics: moderate alcohol content, aromatic richness and freshness (acidity), that enhance its drinkability.

A target recently hit by Donnafugata with another single variety *SurSur*, made from Grillo grapes. After the first release of the 2012 vintage, the 2013 vintage recorded a further market success, proof of how this type of wine responds to a trend that is very present and in continuous growth.

**A consumer segment** – young people – that, once captured by the charm of quality wine, is **destined to gradually raise its expectations** and that will certainly start appreciating also the wines with greater structure, complexity and longevity, which in the case of Donnafugata have the names of the whites *Vigna di Gabri* and *Chiarandà*, and the reds *Tancredi* and *Mille e una Notte*, arriving at, *dulcis in fundo*, *Ben Ryé* Passito di Pantelleria.

Total production of *Prio* 2014 is around **65,000 bottles**.