

Quality, communication, market: challenges Italian wine has overcome

Saturday 7 November appointment at Donnafugata Cellars for the annual meeting of the Cavalieri del Lavoro (Knights of Labor) of wine. 11 Cavalieri/Producers present their icon labels and look at the success factors of Made in Italy in the world.

Recount and listen to the leading producers of Italian winegrowing excellence through the success stories of those who have represented Made in Italy in the world: this is the aim of the meeting promoted by the Cavalieri del Lavoro of wine.

Now in its fourth edition - after Piedmont and Puglia - the meeting will be staged in Sicily, in the spirit of promoting a focus on a different winegrowing region every year; Giacomo Rallo of Donnafugata will be doing the honors, Saturday 7 November at the family's historic cellars in Marsala.

The meeting "Quality, communication, market: the Cavalieri del Lavoro present their wines" will give the chance to take stock of the harvest just concluded, the qualitative primacy achieved by Italian productions, and the ability to communicate wine through an ample range of traditional and more innovative activities that today range from enotourism to social media. Particular attention will be devoted to the prospects offered by exports towards the traditional markets as well as the emerging ones, in the context of an ever more fierce global competition.

Protagonists 11 Cavalieri/Producers who will present the fruit of their passionate commitment, through the tasting of as many icon-labels of Italian wine, led by journalists Luciano Ferraro of Corriere della Sera and Veronika Crecelius of Weinwirtschaft.

"For us this long-awaited moment is the ideal occasion - says Giacomo Rallo of Donnafugata, Cavaliere del Lavoro since 2006 - to get an accurate picture of the market trend, focusing attention on the main levers that govern it and on possible future developments. Each of us represents a specific terroir of excellence, different from the others in terms of history and tradition. We have family and entrepreneurial histories behind us that have shed luster upon Italy on the international scene. The objective of the meeting is to build on the challenges that have been overcome and systematize in order to enhance, in a market as fierce as that of wine, the value and uniqueness of the Italian wine production."

The 11 Cavalieri del Lavoro who present their wine, besides Giacomo Rallo of Donnafugata, will be Piero Antinori, Francesco Argiolas, Giuseppe Benanti, Venerando Faro (Pietradolce), Vittorio Frescobaldi, Maria Cristina Loredan Rizzardi (represented by son Giuseppe Rizzardi) of Guerrieri Rizzardi, Sebastiano Messina (Marabino), Diego Planeta, Paolo Panerai, Gianni Zonin. The Cavalieri and producers Bruno Ceretto and Gennaro Peralisi (Terre Monte Schiavo) will also be present, as well as the wines produced by Pellegrino Capaldo (Feudi S. Gregorio) and Gino Lunelli (Ferrari).

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Press Office: Nando Calaciura, calaciura@granviasc.it cell. 338 3229837

Baldo M. Palermo, baldo.palermo@donnafugata.it tel. 0923 724226



The Cavalieri del Lavoro and their wines to be tasted

Diego Planeta - Planeta
Cometa 2014 Menfi Doc

Piero Antinori - Marchesi Antinori
Cervaro della Sala 2013 Umbria Igt

Sebastiano Messina - Marabino
Nero d'Avola 2012 Noto Doc

Gianni Zonin - Feudo Principi di Butera
Deliella 2012 Nero d'Avola Sicilia Doc

Paolo Panerai - Feudi del Pisciotto
Giambattista Valli 2011 Cerasuolo di Vittoria Docg

Giuseppe Benanti - Vinicola Benanti
Serra della Contessa 2011 Etna Doc

Venerando Faro - Pietradolce
Archineri 2010 Etna Doc

Vittorio Frescobaldi - Marchesi Frescobaldi
Castelgiocondo 2010 Brunello di Montalcino Docg

Francesco Argiolas - Argiolas
Turriga 2010 Isola dei Nuraghi Igt

Giacomo Rallo - Donnafugata
Mille e una Notte 1999 Contessa Entellina Doc

Cristina Loredan Rizzardi - Guerrieri Rizzardi
Calcarole 2008 Amarone Classico della Valpolicella Doc
presented by Giuseppe Rizzardi

Cavalieri and producers Bruno Ceretto and Gennaro Pieralisi (Terre Monte Schiavo) will also be present with some of their wines that will be tasted in other moments of the meeting. Tasting also of wines produced by Cavaliere del Lavoro Pellegrino Capaldo (Feudi di San Gregorio) and Gino Lunelli (Ferrari).