



DONNAFUGATA®

PRESS RELEASE

## "100 Tappi & Stappi " returns

### Donnafugata, Amorim Cork and CTS Viaggi teamed to recycle bottle corks.

100 corks in exchange for a bottle of Donnafugata wine. Many took up the challenge launched by the Sicilian winery in cooperation with **Amorim Cork and CTS Viaggi**. **"100 TAPPI & STAPPI"** in fact achieved a terrific goal, with more than **30,000 corks retrieved**.

"We didn't imagine reaching such figures", commented José Rallo, co-owner of Donnafugata. "It makes us proud and testifies the **increasing consumer sensitivity to sustainability** issues. It's also an achievement **rewarding to us personally, because we have been committed to environmental responsibility for the past ten years**. Thanks to collaboration with our partners, at CTS Viaggi travel agencies in various Italian cities we were able to set up a bottle cork collection network, with Amorim Cork handling pick-up and recycling."

**The campaign will continue in 2012**, in the same way as in the first edition: for every 100 bottle corks brought to Donnafugata or one of the ten CTS Viaggi agencies there will be a free bottle of "La Fuga", Donnafugata's premium Chardonnay made from grapes harvested at night.

A **symbolic consignment of the 31,160 bottle corks** collected by Donnafugata and CTS will be made on **Tuesday, March 27 at 3 pm at the Donnafugata booth at Vinitaly**. José Rallo and Luca Patria, CTS manager for central and northern Italy, will give Amorim Cork Italia representative Carlos Santos a bin full of corks to be destined for recycling: a gesture on behalf of all the wine-lovers who helped make this project such a success.

**Cork is 100% recyclable**: Amorim Cork, heavily committed to reducing CO<sub>2</sub> emissions, sees to its recoup and recycling in the form of products with high added value such as the ones used in bio-furniture and bio-building (sound-proofing panels, insulation layers and more).

Also continuing with **CTS Viaggi** in 2012 is the **wine tourism project** intended to promote Sicily with a set of **itineraries created around the world of Donnafugata**: wine tours devoted to Marsala, Contessa Entellina and the island of Pantelleria. An offer that networks with a number of hotel operators and local restaurants, making wine tourism a group effort in developing the territory.

*Marsala, March 2012*

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**DONNAFUGATA®**

*100 tappi & stappi!*

**REGULATIONS**

*To promote environmental protection, wine tourism and sustainable development, in collaboration with Amorim Cork Italia and CTS Viaggi, Donnafugata Srl Società Agricola rewards the retrieval and recycling of natural cork: whoever brings Donnafugata 100 bottle corks (of any type and label) will be given a free bottle of Donnafugata's La Fuga Chardonnay. Throughout 2012, whoever delivers 100 bottle corks (of any type and label) to participating CTS Viaggi travel agencies will also receive a free bottle of this wine. Participating agencies are in: Ascoli Piceno - Largo Crivelli, 7; Bologna - Viale Filopanti, 4m; Brescia - Via Tormaseo, 2; Florence - Borgo La Croce, 42r; Genoa - Via Colombo, 21r; Modena - Via S. Eufemia, 62; Naples - Via Scarlatti, 198; Piacenza - Via Campo Sportivo Vecchio, 8; Rome - Via Solferino, 6; Rome - Via degli Ausoni, 5.*