



DONNAFUGATA®

Donnafugata at Vinitaly 2012

Great tastings and best practices for the made in Sicily wine brand

Marsala – It will be a Vinitaly with wind in its sails for the historic Sicilian wine brand. Donnafugata's top wines, **Mille e una Notte** and **Ben Ryé** have been included in the most prestigious and exclusive tastings planned for this edition of Vinitaly: first and foremost is the one being held on **Saturday, March 24 (Palazzo della Ragione)**, the eagerly looked forward to **Opera Wine** sponsored by **Wine Spectator** and the **Verona Fair** to fete the top one hundred Italian wineries. "This will be an exciting preview", says **Antonio Rallo**, co-owner of Donnafugata, "and we'll be there to confirm that premium wine Sicily knows how to create great wines and express great *terroirs*. There's an Italy that is well-appreciated worldwide, and we believe that we interpret it with our production style and our open-minded, innovative vision. Environmental sustainability, landscape protection and social responsibility are integral parts of our production model, and we coherently take them forward".

New at Vinitaly this year is a special edition of the **Gambero Rosso Tre Bicchieri** tasting, **Sunday, March 25** at 11 am (Sala Argento at the Palaexpo), where there will be a sampling of Ben Ryé, Passito di Pantelleria 2009.

The success achieved by the **100 Tappi & Stappi** (100 Corks) campaign that Donnafugata has been promoting together with **AMORIN CORK** and **CTS Viaggi** convinced the winery to repeat the challenge, setting even higher goals. **Monday, March 26** at 3 pm at the Donnafugata booths (**D71/E74**) there will be a symbolic consignment of more than 30,000 corks collected and destined for reuse in bio-building, and launch of the second campaign (see attached press release).

After the preview of Taste in Florence, the **panettone flavored with Kabir Moscato di Pantelleria** – created by a felicitous team-up between "I Dolci di Giotto", the Padua prison bakery and Donnafugata - comes to Vinitaly to prove not only to be an extraordinary product for fragrance and excellence but also the success of social-benefit work and corporate social responsibility. On **Tuesday, March 27** at 5 pm, journalists, friends and opinion leaders will meet the persons involved in the project and enjoy a sampling (see attached press release).

Another important tasting for Donnafugata will be held on **Wednesday, March 28** at 10 am (Sala Argento, Palaexpo, entrance A/2) with the tasting "**Di Padre in Figlio – il passaggio generazione nelle grandi famiglie del vino**" (From Father to Son – The generational shift in the great families of wine) offered by **Civiltà del Bere** and Vinitaly. On stage will be two generations of 6 wine families from 6 different Italian regions: representing Sicily will be **Giacomo Rallo** – with his favorite wine from Contessa Entellina, Mille e una Notte (2006) and his daughter **José**, with one of the Sicilian brand's most acclaimed labels, Ben Ryé Passito di Pantelleria, 2009 vintage.

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