PRESS RELEASE

 **China: Excellent Wine Producer 2020 goes to Donnafugata**

***The prestigious award assigned by WineITA, the most important information portal dedicated to the promotion and enhancement of Italian wines in China. Josè Rallo "Rewards our consistency and care towards Chinese wine-lovers who love Italy and its fine wines".***

Chinese winelovers reward **Donnafugata** wines in 2020. On the occasion of the fifth edition of the **Summit of Italian Wine**, the historic Sicilian winery confirmed itself as one of the most appreciated Italian quality wine brands in the country of the Dragon. During the ceremony held last 17 December at the Cultural Institute of the Italian Embassy in Beijing, the company led by **Antonio** and **Josè Rallo** was awarded the **Excellent Wine Producer** in China, an award that is assigned on the basis of the preferences expressed directly by the operators and consumers of that great and boundless country.

A prestigious goal that has also been achieved thanks to the strategies adopted by the company on certain international markets - among which China plays an important role. Donnafugata, in fact, has never ceased to invest and to pay particular attention to this market, which is truly important for the development potential that it can offer to Italian companies, focusing in particular on the haute cuisine segment, with high-end wines that are increasingly appreciated by consumers in this country.

China is thus ever nearer. This is the conviction of **Josè Rallo** - owner, together with her brother **Antonio**, of the company which, in the last five years, has also been producing wines on Etna and in Vittoria with Cerasuolo, in the south-east of Sicily. - "'A prestigious accolade - underlines Donnafugata's CEO - that rewards the efforts made by our company in a market that is increasingly oriented towards recognising in Italian wines an identity profile, centred on traditional territories and grape varieties. China represents a great opportunity for those who, like us, produce with quality and passion. Our wines - concludes Josè Rallo - have conquered an increasingly important space, thanks also to the backing of our importer, a true partner who has shared a communication and marketing strategy that aims to promote the special features of this refined and ancient society".

During the award ceremony in Beijing, a video message of thanks was broadcast, recorded by the owners, to underline "the value of a corporate presence that is increasingly attentive to intercepting the evolution of a market that looks to Italian wines with growing knowledge and empathy towards identity and prestigious territories". Collecting the award was **Alessandro Mugnano,** General Manager and partner of **Interprocom Ltd**, the exclusive importer of Donnafugata wines for mainland China.

*Marsala, 21 December 2020*

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