

# DONNAFUGATA®



Company profile 2022

# DONNAFUGATA

## In short

Donnafugata was established in Sicily by a family that, thanks to its passion, has been able to innovate the style and perception of Sicilian wine throughout the world. **Giacomo Rallo**, the fourth generation of a family with over 170 years of experience in quality wine, founded Donnafugata in 1983 together with his wife **Gabriella**, a pioneer of viticulture in Sicily. Today, their children **José** and **Antonio** lead the company and a team of people focused on excellence.

**Sicily**, an island in the centre of the Mediterranean, is a wine-growing continent with extraordinary potential. Donnafugata is the embodiment of this diversity and cultivates its vineyards in very different contexts: from the terrains overlooking the sea, to the hilly and mountain areas, aiming at the best combination of terroir and grape varieties (over 20).

The company can count on a historic winery and four estates. In western Sicily, in **Contessa Entellina**, where Donnafugata was established, there is a winemaking cellar, 302 hectares of vineyards and 9 hectares of olive groves; in Pantelleria, a volcanic island between Sicily and Africa, the Khamma district winery boasts 68 hectares of Zibibbo vineyards cultivated with low bush vines called "**alberello pantesco**" (Unesco - Intangible Cultural Heritage) and 5 hectares of olive groves. In eastern Sicily, on the northern slope of Mount **Etna**, the highest active volcano in Europe, there is a winery with a barrique cellar in Randazzo, 35 hectares of vineyards and 2 hectares of olive

groves. In the territory of DOC **Vittoria**, in Acate, the latest generation winery is surrounded by 36 hectares of vineyards. Finally, the historical family cellars in **Marsala** are an example of a productive reality that is being constantly updated. Here it is possible to visit the scenographic underground barrique cellar.

Donnafugata believes in **sustainability** and has been adopting more than **30 years of good practices**. There are many areas of intervention: the **vineyard**, **Carbon and Water Footprint**, **biodiversity** and enhancement of **native varieties**, energy saving and **clean energy**, **landscape** and **sustainable architecture**.

In the **dialogue with art**, Donnafugata finds a way of being that makes it special. The **name** refers to the novel *The Leopard* and the story of the runaway Queen, who found refuge where the company's vineyards are located today, and inspired the **logo** as well. Unique and inimitable, Donnafugata's **artistic labels** embody an identifying trait. Inspired by Gabriella and created by Stefano Vitale, they recount the world and colours of Donnafugata.

Donnafugata is wine craftsmanship. In the company's successful portfolio, the **Icon Wines** stand out: the prestigious red **Mille e una Notte** from the Contessa Entellina estate, the Passito **Ben Ryé** from Pantelleria and the Etna "cru" reds **Fragore** from Contrada Montelaguardia and Etna Rosso DOC **Contrada Marchesa**.

The attention to detail and the passion for Sicily unite **Dolce&Gabbana** and **Donnafugata** in a partnership in which creativity and craftsmanship meet: Thus was

born a **collection of wines** with a strong Mediterranean personality, **extraordinary ambassadors of Sicilian colors, scents, and culture** in the world: the alluring rosé **Rosa**, the captivating white **Isolano**, the elegant red **Cuordilava**, and the prestigious red **Tancredi**.

Meeting Donnafugata is an experience not to be missed. Every year in the vineyard and in the winery, the company welcomes, with an engaging and qualified style, over 16,000 wine lovers from all over the world. Moreover, thanks to the **Donnafugata Music & Wine** music tasting project, visitors can meet José Rallo who sings of her wines in unique locations, with memorable performances at the Blue Note in New York and the Acropolis Museum in Athens.

Donnafugata considers it an integral part of its business role to **team up** with quality wine producers, for the promotion and growth of Sicilian and Italian wine in the world.



# DONNAFUGATA®

[www.donnafugata.it](http://www.donnafugata.it)

#donnafugatertime

@donnafugatawine



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# DONNAFUGATA'S VALUES

## The essence of Donnafugata

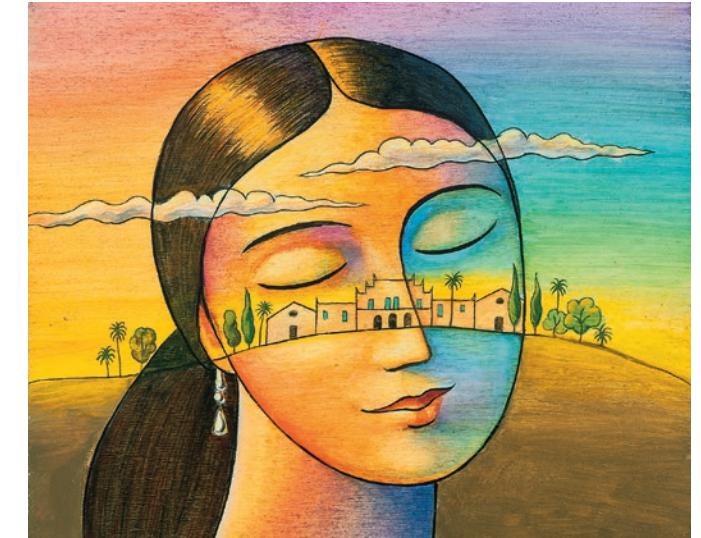
We want to represent the artisan and creative excellence of Made in Italy in the world. We want to be a family business in perpetual motion, an example of an authentic and sustainable wine-producing Sicily.

## What we do

Donnafugata is wine craftsmanship. We focus our attention on small productions of value from unique territories and vineyards. We produce wines that convince enthusiasts and collectors from all over the world, with respect for the environment.

## Why choose us?

Donnafugata is a world full of colours and timeless values. Designer labels with a fantastic and feminine language of identity. Wines with a unique style, pleasant and elegant, able to delight those who taste them.



# THE FAMILY

## Giacomo Rallo

A visionary entrepreneur with a deep knowledge of international markets; together with his wife Gabriella, he had the foresight to found Donnafugata in 1983 and to supervise it until his death in 2016. His commitment to a culture of teamwork in quality wine was exemplary. He was the Co-founder of the Istituto del Vino Italiano di Qualità Grandi Marchi (“Institute of Great Brands of Quality Italian Wine”), which unites 19 of the most representative Italian family companies in each region. In 2006, he became Cavaliere del Lavoro of the Italian Republic (“Knight of Labour of the Italian Republic”), the highest honor for an entrepreneur.

## Gabriella Anca Rallo

A brave and innovative woman, she was a pioneer of quality viticulture in Sicily. A curious and refined entrepreneur, she is the author and inspirer of Donnafugata's revolutionary labels. She was one of the founding members of the Associazione Nazionale Donne del Vino (“National Association of Wine Women”).

## José Rallo

CEO of Donnafugata, with economic training and experience in management control and a strong passion for marketing and corporate communication. She invented a new way to recount wine, as a singer of Donnafugata Music & Wine. She received the Premio Bellisario 2002 for her contribution to the promotion of female entrepreneurship. She is a member of the Board of Directors of Assovini Sicilia, of ITA - Italian Trade Agency and of FAI - Fondo Ambiente Italiano.

## Antonio Rallo

Donnafugata's CEO, a dedicated agronomist and winemaker, is endowed with strategic vision and is strongly committed to Sicilian wine. Today he is at the head of the Consorzio di Tutela della DOC Sicilia (“Consortium for the Protection of Sicilia DOC”), an instrument of promotion and territorial cohesion that comprises of over 8,300 winemakers. Between 2016 and 2017 he was president of the Unione Italiana Vini, the main national association of wine companies.



# FROM ITS ORIGINS TO TODAY

1851-1983

*Origins*

Sicily enters the world of wine with passion, following in the footsteps of English entrepreneurs. The family's historic cellars in Marsala became the beating heart of a new entrepreneurial activity in 1983: Donnafugata, founded by Giacomo Rallo, a visionary fourth generation entrepreneur, and his wife Gabriella, a pioneer of quality viticulture.



1983 - 1990

*The first steps in an innovative reality*

The name **Donnafugata** originates from the name of that most Sicilian of novels: **The Leopard**. The adventure starts on the hills of Contessa Entellina, with a first nucleus of vineyards, including the cru Vigna di Gabi. In 1990, the children **José** and **Antonio** joined the company, giving their skills and energy to an entrepreneurial reality that has innovated the perception of Sicilian wines.



1989

*On the island of Pantelleria*

Donnafugata arrives on the volcanic island of **Pantelleria**, where the Zibibbo is cultivated as bush vine on terraces surrounded by dry stone walls. The aim is to produce one of the most appreciated sweet wines in the world: **Ben Ryé Passito di Pantelleria**, the result of an innovative production process and maximum expression of the tailor-made production.



Since 1989

*30 years of sustainability*

Donnafugata believes in sustainability and can count on more than 30 years of best practice. For example, the company does not use herbicides and chemical fertilizers, it generates clean energy and calculates the carbon and water footprint, with the focus on protecting the landscape and biodiversity.



Since 1993

*Transmitting the culture of wine*

One of the values of the family business is to **transmit the love and culture of wine**. Donnafugata enthusiastically adheres to the National Wine Tourism Movement, opening its cellars to the public. Pleasant and engaging hospitality, chosen today by over 16,000 visitors.



# FROM ITS ORIGINS TO TODAY

1994

*The first signature label*

The first **signature label**, La Fuga, revolutionized the image of the labels of the time. Gabriella meets the illustrator Stefano Vitale and falls in love with his fantastic language, immediately grasping its affinity with Donnafugata's way of being.



1995

*The first vintage of Mille e una Notte*

The first vintage of **Mille e Una Notte** conceived by Giacomo Rallo together with the great oenologist Giacomo Tachis. A milestone on the company's path, a long-lived wine worth collecting. An icon of Italian excellence.



Since 2002  
**Donnafugata Music & Wine**

Donnafugata innovates the way of telling wine with **Donnafugata Music & Wine**. A project of musical tastings, with José Rallo on vocals. A unique multisensory experience that touches very special locations: from the Blue Note in New York to the Acropolis Museum in Athens.



2016

*Two new estates on Etna and in Vittoria*

With the aim of representing the extraordinary potential of the different wine regions of Sicily, Donnafugata inaugurates with the 2016 harvest its estates on **Etna and in Vittoria**. A choice that enhances unique territories and vineyards with small productions of value.



2020-2021

*Dolce&Gabbana and Donnafugata*

Attention to detail and passion for Sicily are the values that unite these Made in Italy excellences. From the partnership between Donnafugata and Dolce&Gabbana was born a collection of wines, extraordinary ambassadors of Sicily: Rosa, Tancredi, Cuordilava and Isolano.



# SUSTAINABILITY

In Donnafugata's DNA, focus on quality goes hand in hand with sustainability. A timeless value to which the company has dedicated itself for over 30 years.

## Good practices in the vineyard

In the company vineyards, Donnafugata **does not use herbicides and chemical fertilizers**. It has minimized the use of agro-pharmaceuticals thanks to integrated pest management techniques. From the monitoring of climatic parameters (precipitation, temperature, humidity, etc.) to the control of insects (moths) through the use of pheromone traps. **A production system** that ensures the eco-sustainable management of agricultural activities (Good Agricultural Practices, GAP) since 2011. Sustainability and excellence are also pursued with green manure, organic fertilization, emergency irrigation and thinning. Technical choices that **rationalize the use of natural resources** such as soil, water, air and energy and that represent an indispensable tool for the production of healthy and perfectly ripe grapes.

## Carbon and Water Footprint: to reduce ecological impact

In 2011 Donnafugata calculates the **Carbon Footprint** of Contessa Entellina and Pantelleria wines, along the entire production cycle: **from the vineyard to bottling**.

In 2017 **CO<sub>2</sub> emissions are reduced by 10%** thanks to a number of choices:

- the adoption of **lighter glass bottles** with screw caps, to reduce emissions from glass production and bottle transport.
- the use of **Select BIO caps** with zero CO<sub>2</sub> emissions, made with materials derived from sugar cane and 100% recyclable.

In 2019 in the historical cellars of Marsala, the company starts the study of the **Water Footprint** with particular reference to the winemaking and bottling activities in order to evaluate and reduce its water footprint.

The **certifications of Carbon and Water Footprint**, according to ISO 14064-1 and ISO 14046, issued and validated by DNV-GL, the world's leading certification body, are shared with the consumer, sensitive to environmental issues, on the bottles and **on the company's website**.

## Energy saving and clean energy

One of the first sustainable choices at Donnafugata was to **reduce energy consumption**. Since 1998 on the Contessa Entellina estate, the Chardonnay has been harvested in the hours in which the grapes have the lowest temperature. From 2020, the harvest begins just before dawn and stops before the sun returns to warm the bunches again. By taking advantage of the temperature range between day and night, the energy consumption for cooling the grapes before pressing is reduced by 70%, while at the same time safeguarding the grapes' aromatic qualities. In 2002, again in Contessa Entellina, the **production of clean energy from renewable sources** began with the installation of a first photovoltaic system, **followed by others in Marsala and Contessa Entellina**. In November 2018, the Contessa Entellina site obtained the certification of the Energy Management System according to the ISO 50001 standard.

Donnafugata is equipped with an Integrated Quality - Environment - Food Safety System certified according to ISO 9001, ISO 14001 and ISO 22000 in the latest revisions currently underway.



# SUSTAINABILITY

## Biodiversity: enhancement of indigenous varieties

Donnafugata believes in the **study of native varieties** and their ability to express an authentic and innovative Sicily.

In 1999, a vineyard of Zibibbo with various ungrafted plants, phylloxera survivors and over 100 years of age, was recovered in Pantelleria. Unique vines, healthier and more long-lived than grafted plants, able to withstand drought, limestone and salinity very well, with a vegetative-productive balance that yields exceptional grapes. These specimens, which represent a “historical find” for Sicilian viticulture, have made the **Ben Ryé Passito di Pantelleria** even more complex and elegant. At **Contessa Entellina** in 2009, the company planted an experimental field with **19 different native varieties**, for a total of **30 biotypes**. These are vines that are widely grown in Sicily (including Nero d'Avola, Catarratto, Ansonica), along with **varieties that are not very widespread or so-called “relics”** (Alzano, **Nocera**, Vitrarolo and others), which have almost completely disappeared. The initiative, which also involves other wineries, aims to identify and select the grape varieties and biotypes for each territory that can give the best oenological results. Following this experimentation, Donnafugata has decided to cultivate **Nocera**, one of the most important varieties of the island's tradition that stands out for its freshness and appealing fruity component. In 2010, in **Pantelleria**, **33 Zibibbo biotypes** from different areas of the Mediterranean (Spain, France, Greece and southern Italy) were planted. In this territory, Donnafugata recovers and cultivates **century-old olive trees** of the **Biancolilla cultivar**, just over 1 meter high and capable of covering an area of more than 30 square meters.

## The people of Donnafugata: gender equality and training

A peculiarity of Donnafugata is the **role of women** within the company structure. A way of doing business that Giacomo and Gabriella Rallo sought from the beginning; a model that is still absolutely in step with the times. As far as **managerial positions** are concerned, at the top of the various company functions, women represent 40%.

Considering the company as a whole, the female presence is equal to 52%, if we exclude the production sector (vineyard and winery), which still features a woman in the leadership position. Finally, great importance is given to the **continuous training** of human resources with professional updates aimed at the needs of each area of work. Donnafugata is a team of people, men and women, focused on excellence.



# SUSTAINABILITY

## **SOStain Sicily and the UN 2030 Agenda: for sustainable development**

Donnafugata is committed to sustainability and continuous improvement. In 2021 it joins the **Fondazione SOStain Sicilia** (Foundation for Sicilian sustainable viticulture), which seeks to share good environmental practices, research, and higher education for a culture of sustainability, as well as an orientation to production and consumption models that are consistent with the **2030 Agenda of the UN** for Sustainable Development.

Promoted by the Consorzio Sicilia Doc and Asovini Sicilia, the **SOStain** program aims to **certify the sustainability of the Sicilian wine industry**. This program includes a disciplinary consisting of ten minimum requirements, which include aspects such as the measurement of carbon and water footprint, the conservation of biodiversity, energy-saving methods, and consumer health. Having obtained the certification, from spring 2022 the SOStain brand will appear on Donnafugata wines' back labels along with the Qrcode that can be used to consult its sustainability performance.



# THE FIVE TERRITORIES

*Donnafugata, in Sicily, cultivates its vineyards in very different contexts: from the soils overlooking the sea, to the hilly and mountainous ones. The company has four estates and a historic family winery.*

## The Contessa Entellina estate *Where Donnafugata began*

In the heart of western Sicily - among the hills of **Contessa Entellina**, between 200 and 500 metres above sea level - are the vineyards from which Donnafugata originated. The climate is Mediterranean, with concentrated rainfall in autumn and winter, dry and windy summers, characterized by sharp differences in temperature between day and night. **The harvest**, from August to September, follows the ripening periods of the different varieties. In the **winemaking cellar** come the grapes obtained from the **302 hectares of the estate**, divided into **8 contrade**, or districts, and one **cru: Vigna di Gabri**. In order to enhance the peculiarities of the districts, different in soil (mostly clayey-loam), exposure and microclimatic conditions, the company aims at the best combination between terroir and vine, cultivating 19 varieties. Ansonica, Greccanico, Grillo, Lucido (Catarratto), Nero d'Avola and Nocera (an ancient variety) are the autochthonous varieties, to which are added those that have proven to adapt better to the territory: Chardonnay, Viognier, Cabernet Sauvignon, Merlot, Syrah and in small quantities Fiano, Petit Manseng, Sauvignon Blanc, Alicante Bouchet, Cabernet Franc, Petit Verdot, Pinot Nero, Tannat. On this estate prestigious productions with a strong personality are created, such as **Mille e una Notte**, the iconic red wine that represents Italian excellence in the world.

### **Sustainability and craftsmanship**

Sustainable, quality-oriented agricultural practices include the use of green manure to improve soil fertility; thinning to control the production load; and suckering and topping to ensure that the grapes ripen properly.



Choices aimed at producing wines of great freshness and longevity. After careful **selection of the bunches** in the vineyard and in the cellar on the vibrating table, the different cultivars are sent separately to vinification. When the **red grapes** are received, a latest generation destemmer selects and discards any overripe and green berries present, allowing only perfectly intact and ripe grapes to be vinified. In the **9 hectares of olive groves**, divided into 3 districts, Donnafugata cultivates 4 native varieties of western Sicily: Nocellara, Cerasuola, Biancolilla and Pidicuddara from which the elegant **Milleanni** blend of **extra virgin olive oil** is produced. The manual harvesting, the use of the best cold extraction technologies and the controlled atmosphere kneading of the olives allow the aromatic components to be preserved.

Since 1998, on **August 10th**, the estate opens to the public for **Calici di Stelle** ("Goblets of Stars"), an event created by the Movimento Nazionale del Turismo del Vino.



# THE FIVE TERRITORIES

## The Pantelleria estate

### *Where the alberello is a Unesco - Intangible Cultural Heritage*

In love with the extreme nature of Pantelleria, a volcanic island between Sicily and Africa, Donnafugata arrived here in 1989 to develop an innovative project of **quality and heroic viticulture**.

Today, Donnafugata boasts **68 hectares of vineyards** located in **16 districts**, different for soil, altitude (from 20 m to 400 m above sea level), exposure, microclimate and the age of the plants (also over 100 years old). In addition, in the **Khamma district winery**, a small jewel of **sustainable architecture** perfectly set in a natural terraced amphitheater, the individual batches of grapes are processed separately, up to the final blend, respecting and enhancing the plurality of the wine-growing contexts.

The island's grape variety is **Zibibbo** (Moscato d'Alessandria), the prince among the aromatic varieties. The vineyard is cultivated with very **low bush vines (alberello pantesco)**, on small terraces, bordered by dry lava stone walls (Unesco - Intangible Cultural Heritage) that help prevent soil erosion, protecting the landscape and biodiversity. A context that requires a very high level of manpower, about three times the average needed for a quality-oriented vineyard, not to mention the maintenance of about 40 km of dry stone walls.

### **Sustainability and craftsmanship**

The island's windy and dry climate has led to the cultivation of vines in "basins" and a pruning system that makes the plant develop in a horizontal, almost crawling pattern on the ground, so that it can resist the wind. The **Pantelleria low bush vine (alberello pantesco)** as a "highly sustainable and creative agricultural practice" has been included among the **Unesco - Intangible Cultural Heritages**. The symbol of this viticulture is the **Ben Ryé Passito di Pantelleria**, Donnafugata's iconic wine. The



result of an innovative and customized production process, based on the natural drying of fresh grapes on racks, the manual removal of dried grapes and a unique vinification process developed by the company, Ben Ryé is today considered one of the most appreciated natural sweet wines in the world.

In Pantelleria, Donnafugata cultivates 5 hectares of **centuries-old olive trees** on terraces. Pruned horizontally, and just over 1 metre high, these olive trees have a very low yield. From the olives harvested by hand, directly from the tree, the delicate **extra virgin olive oil** from the **Biancolilla** cultivar is produced.

The Pantelleria winery has a wine shop and enoteca dedicated to visitors who are welcomed in summer for tastings and guided tours.



# THE FIVE TERRITORIES

## The Etna estate

*On the highest active volcano in Europe*

In eastern Sicily, where Mount Etna is located: the highest active volcano in Europe (over 3,300 m), Donnafugata has chosen the northern side to produce mountain, volcanic and Mediterranean wines.

In this estate, between 730 metres and 750 metres above sea level, Donnafugata can count on about **35 hectares of vineyards**, all in the DOC area, divided into **6 districts**: Montelaguardia, Statella, Camporè and Calderara in the municipality of Randazzo, Marchesa and Verzella in the municipality of Castiglione di Sicilia. The cultivated varieties are the native ones representative of the territory: **Carricante, Nerello Mascalese and in small quantities Nerello Cappuccio**.

The wine-growing landscape on Etna is characterized by terraces and dry-stone walls in lava stone (Unesco - Intangible Cultural Heritage). There is a low grown or traditional bush trained form of cultivation, including the quincunx form (dense chequered planting with about 7,000 plants per hectare). The age of the vineyard can exceed 70 years. The volcanic **terrains**, on which lapilli and ash continue to settle, are sandy and guarantee excellent drainage.

From the point of view of **climate**, the northern side of the volcano has a lower average annual rainfall than the eastern side. **Fresh and windy summers** contribute to the production of **healthy grapes**. The strong **temperature fluctuations** in August and September, between day and night, favour the production of **grapes with great aromatic freshness** and unique personality.

## Sustainability and wine craftsmanship

The interaction between soil, microclimate and vine, skilfully managed by man, gives unique characteristics to the grapes produced here and to the wines that are distinguished by minerality and elegance. Donnafugata vinifies its grapes in the **cellar** of Randazzo, in the Statella district, a production reality restructured in the name of environmental sustainability and immersed in the **Etna Park**. On Etna, Donnafugata produces two **Icon Wines**: Etna Rosso DOC Contrada



Marchesa cru from the homonymous district and **Fragore Etna Rosso DOC** cru of Montelaguardia district. Contrada Marchesa counts about 2 hectares and is situated in a natural amphitheater surrounded by lava flows or "sciare" from thousands of years ago. The Montelaguardia vineyards represent just over 4 hectares, which have their roots in lava flows dating back to 1614-1624. Each eruption produces a "sciara" that determines a specific composition of the soil: an imprint that renders the wine of a micro-territory unique. In this territory Donnafugata produces the **monocultivar extra virgin olive oil from Nocellara Etnea**. The olive trees are grown on terraced volcanic soil with dry stone walls; they are harvested by hand. The Randazzo winery has a wine shop and enoteca dedicated to visitors who are welcomed all year round for tastings and guided tours.



# THE FIVE TERRITORIES



## The Vittoria estate

*In the lands of the Baroque, between the Ibleo plateau and the sea*

In south-eastern Sicily, Donnafugata chooses an excellent territory for the production of soft red wines with a floral soul - unusual wines capable of innovating the way a red wine is consumed. This is the area of **Vittoria**, between the Ibleo plateau and the sea, land of a historic and prestigious denomination that includes the **first and only DOCG in Sicily: Cerasuolo di Vittoria**.

Donnafugata in the territory of Acate boasts **36 hectares**, divided into 3 districts (**Biddine Soprana, Biddine Sottana and Isola Cavaliere**). The soils are of medium texture, **tending to sandy**, interspersed with calcareous tuffs. The **climate** is typically Mediterranean temperate, mitigated in summer by a breeze that comes from the sea, as well as good temperature excursions between day and night.

The grapes grown are Nero d'Avola and Frappato. **Nero d'Avola**, king of the Sicilian red grape varieties, is the most widespread in Sicily, thanks to its strong ability to interact with the environment. In the Vittoria area, it expresses itself with wine of medium structure and particularly fine tannins. **Frappato** is one of the oldest Sicilian varieties, which loves the typical climate of the DOC Vittoria area, it makes fragrant and floral wines, extremely pleasant on the palate and delicately tannic.

The Vittoria winery has a wine shop and enoteca dedicated to visitors who are welcomed all year round for tastings and guided tours.

## **Sustainability and wine craftsmanship**

The new generation winery, among the farm vineyards, is perfectly integrated into the landscape and offers a suggestive view of the Dirillo river valley.

In this territory, Donnafugata produces Floramundi Cerasuolo di Vittoria DOCG, Bell'Assai Frappato di Vittoria DOC, and Contesa dei Venti Nero d'Avola di Vittoria Doc. Their fermentation is carried out in stainless steel and ageing exclusively in tanks and bottles, in order to obtain crisp wines of exceptional taste.



# THE FIVE TERRITORIES

## The historical cellars of Marsala *The beating heart of the company's activities*

The historic family cellars in Marsala, host a dynamic production reality focused on excellence. Built in 1851, they preserve the typical Mediterranean “baglio” layout with a large inner courtyard, dotted with citrus and olive trees, and wooden trusses made by ancient hatchet craftsmen. Here the cellar processes involve the use of technologies that respect the intrinsic characteristics of musts and wines. Depending on the production purposes, **ageing** can take place in steel, cement or wood, while for **bottling** the company is equipped with the best technologies to preserve the quality of the wines. In general, the company pursues maximum **energy saving** by insulating the tanks and the temperature-controlled rooms.

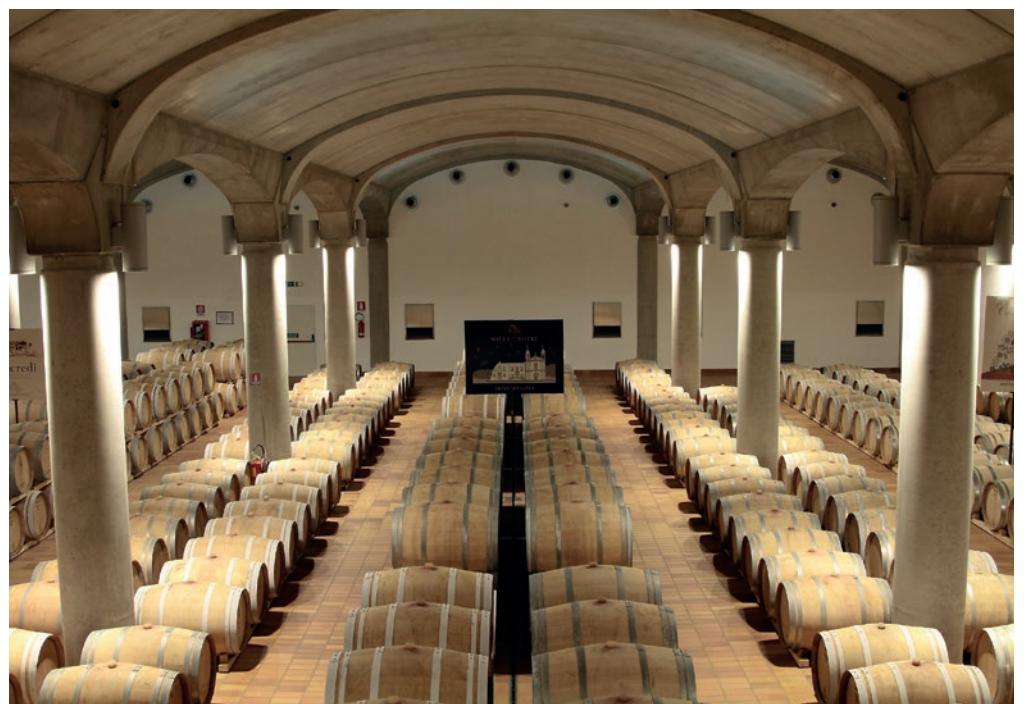
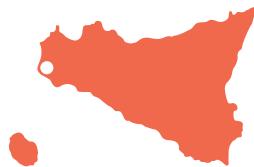
Donnafugata's pride and joy is the **underground barrique cellar**, dug into the tuff rock to minimize the energy consumption necessary to maintain the desired parameters of temperature (15°C) and humidity (85%) for optimal aging in wood.

### Crafted in Marsala

For wines that focus on elegance and longevity, such as **Mille e una Notte**, **Tancredi**, **Angheli** and **Chiarandà**, ageing in French oak barriques is a process that requires the utmost attention to detail. In order to respect the peculiarities of the individual grape varieties and to enhance their potential for evolution, about 20 different types of wood are selected from the best cooperage for the grain of the staves, method and intensity of toasting. The organoleptic evolution of the ageing wines is followed by repeated tasting and controls.

Considering the importance of the production site, Donnafugata began the study of its **Water Footprint** in 2019 in the historic cellars of Marsala.

The historic cellars have a wine shop and an enoteca dedicated to visitors who are welcomed all year round for tastings and guided tours.



# OUR PRODUCTS

An expression of the excellence of the Sicilian territory from east to west

## Etna



## Vittoria



## Pantelleria



## Contessa Entellina

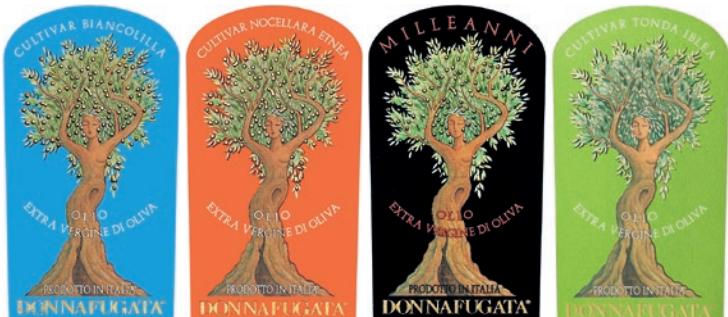
# OUR PRODUCTS

An expression of the excellence of the Sicilian territory from east to west

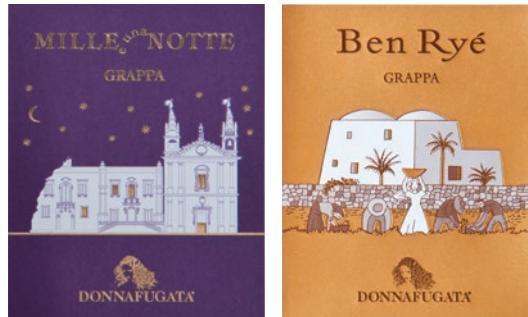
## Contessa Entellina



## Extra virgin olive oil



## Grappa



# THE DOLCE&GABBANA AND DONNAFUGATA PROJECT

Attention to detail and love for Sicily are the core values of the collaboration between Dolce&Gabbana and Donnafugata in which creativity and craftsmanship meet: While Donnafugata constantly explores new territories to obtain extraordinary wines, Dolce & Gabbana and their creativity tell and promote these fine products throughout the world. Thus was born a collection of wines, extraordinary ambassadors of Sicilian colors, scents, and culture in the world: the alluring rosé **Rosa**, the captivating white **Isolano**, the elegant red **Cuordilava** red, and the prestigious red **Tancredi**.

**Rosa** is an alluring rosé wine, whose name was chosen to emphasize the distinctive color that makes it unique. This selected production is characterized by an original blend of two native grapes, among the most important of the island's winemaking traditions: Nerello Mascalese, grown on the northern slopes of Etna and Nocera produced on the Contessa Entellina Estate.

From the slopes of Mount Etna comes the white **Isolano**, made with Carricante, and the red **Cuordilava**, made with Nerello Mascalese. Both are wines of great elegance and exceptional minerality, the perfect expression of the viticulture of this mountainous terroir. The highest active volcano in Europe offers a unique habitat for wine growing: here Sicilian sunshine meets the high altitude of the vineyards, offering both lots of light and cooler temperatures.

The collection is completed by **Tancredi**, the historic and prestigious red of the Sicilian winery. Craftsmanship, creativity and innovation blend together in the red Tancredi wine, inspired by one of the protagonists of the

novel "Il Gattopardo" (The Leopard). The passionate and revolutionary personality of the character is found in the style of the homonymous wine: Tancredi wine was born in 1990, from the union, which at that time was innovative, between an international grape variety and a native one, the **Cabernet Sauvignon** and the **Nero d'Avola**; a choice of production that has led to the discovery of Sicilian enological excellence at an international level.

For this project Dolce&Gabbana has taken care of the whole coordinated image: for Rosa, Isolano and Cuordilava the graphics recall the folklore of the Sicilian Cart telling the beauty of the best tradition of the Island and the extraordinary uniqueness of its landscapes. For Tancredi the coordinated image pays homage, in the choice of shapes and colors, to the Leopard, and in particular to the contrast between tradition and modernity that Tancredi embodies.



# THE COLLECTIONS

## A wine for every wish

Donnafugata combines the classic segmentation by estates with an innovative division by Collections, giving wine lovers the possibility to choose a wine for every wish. The Icon Wines Collection, great labels with a unique personality, responds to the desire for **Exclusivity**. A Collection dedicated to Etna Rosso DOC **Contrada Marchesa**, **Fragore**, **Mille e una Notte** and **Ben Ryé**, wines in which wine lovers have recognized for years the craftsmanship of the company and the highest expression of the territory. The Dolce&Gabbana and Donnafugata collection, which includes two extraordinary wines, perfect ambassadors of Sicilian culture, responds to the desires of **Creativity** and **Craftsmanship**: **Rosa**, a new rosé wine, and the reinterpretation of **Tancredi**, the historic red wine of the winery; **Isolano** and **Cuordilava** production of value from the slopes of Etna volcano.

The desire for **Charm** corresponds to the **Mediterranean Elegance** Collection, a refined interpretation of the terroir. Great wines with international grape varieties perfectly set in Sicily, such as **Brut** and **Brut Rosé** by Donnafugata, **Vigna di Gabri**, **Chiarandà** and **Tancredi**.

When you desire **Wonder**, **Impressions of Territory** is the suggested collection. Surprising wines of exceptional crispness, from the territories of Etna and Vittoria: the three versions of **Sul Vulcano**, **Dea Vulcano**, **Bell'Assai**, **Floramundi** and **Contesa dei Venti**.

For those who are looking for **Conviviality** and want to bring together friends with different tastes, Donnafugata proposes the **Versatile rich in character** collection. An intriguing selection from aperitif to dessert: **Lighea**, **La Fuga**, **Passiperduti**, **Angheli** and **Kabir**.

Finally, for those who are looking for **Joy**, there is the **Fresh & Original** Collection, pleasant wines with a Sicilian soul, which colour the day. These “native” discoveries should be shared with friends: **Prio**, **SurSur**, **Lumera**, **Sherazade** and the historians **Anthìlia**, **Sedàra** and **Damarino**.

But there is also a last wish that Donnafugata intends to satisfy. The desire for **Originality** of those who are passionate about grappa and oils with an identity and modernity. In the **Beyond wine** Collection you will find the **Grappe Mille e una Notte** and **Ben Ryé** and the Extra Virgin Olive Oils: **Milleanni**, **Biancolilla**, **Nocellarea**, **Etnea** and **Tonda Iblea**.



# DIALOGUE WITH ART

In dialogue with art, Donnafugata discovers a way of being that makes her special.

## Name, logo and labels: a tribute to literature

The story of the name “Donnafugata” originates from the most Sicilian of novels: **The Leopard**. It refers to Queen Maria Carolina who, fleeing from Naples, found refuge where the farm vineyards are now situated. A story that also inspired the logo: a woman’s face with her hair in the wind.

The common thread that links Donnafugata to Tomasi di Lampedusa also continues in the choice of the names of some wines: **Tancredi**, **Sedàra**, **Lighea**, **Angheli**. Another source of inspiration is also the masterpiece of Arabic literature “**Le Mille e una Notte**” (“The Thousand and One Nights”) which gives rise to the names **Sherazade** and **Mille e una Notte**.

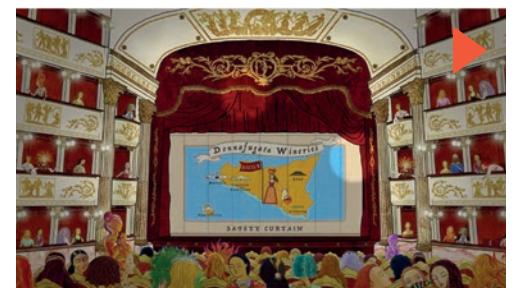


## Artistic Labels

Gabriella is the source of inspiration for the labels designed for Donnafugata by **Stefano Vitale**. An exceptional artist, able to make the personality of each wine shine through. Since their encounter it starts the harmonious understanding that has been going on for more than twenty years now. The illustrator, won over by **Gabriella**, immerses himself in the history of Sicilian art, in the colours of the land, in the character of wine until one day his skilful hand captures the elusive image of a woman: the charming **La Fuga** (The Runaway) with her hair in the wind. Unique and inimitable, Donnafugata's artistic labels represent an identity trait for the company. In 2018, Donnafugata celebrates its friendship with Stefano Vitale by curating the exhibition “**Inseguendo Donnafugata**” (Chasing Donnafugata) together with the FAI - Fondo Ambiente Italiano (“Italian National Trust”), in the beautiful setting of Villa Necchi Campiglio in Milan. The exhibition, with over 10,000 visitors in two months, was also a multisensory experience of wine and music.

## Inspiring Sicily: the animated labels and an art video

Donnafugata's Sicily is always finding new ways to tell its story, drawing on **languages** that aim to assert an **identity style in wine communication**. From the creative flair of the video-maker Virginia Taroni several **audiovisual contents** were created in which animation and reference to the company's iconography are combined. The result is an **artistic narrative** able to transmit Donnafugata's values of craftsmanship and creativity all over the world. A path of collaboration, between Taroni and Donnafugata, which began in 2018 with the 'Inseguendo Donnafugata' continued with a series of “**small artworks**” dedicated to the most prestigious **labels** and culminated in the **new corporate video**: an artwork that combines video footage and animated illustrations, in a montage punctuated by the music of an original “Sicilian samba” from the Music & Wine repertoire.



# DIALOGUE WITH ART

## Donnafugata and the FAI

Donnafugata and FAI - Fondo Ambiente Italiano - share the love for beauty and the mission of promoting the value of the Italian landscape and culture. A friendship that dates back to a meeting in 2005, between Giuseppe Barbera, professor of tree cultivation, Marco Magnifico of the FAI and Giacomo Rallo. The result of an understanding, the idea of restoring a **giardino pantesco** ("pantellerian garden") and making it visitable: a symbol of beauty and harmony between man and nature. Giacomo Rallo identifies among the vineyards of Khamma a very representative example of this form of **rural architecture** with high dry stone walls. The circular plant, the size and the lava stone create the ideal microclimate to cultivate and protect a centuries-old orange tree, a precious vitamin factory, from wind and drought. A symbol of the wisdom of the island's farmers, the garden is a **self-sufficient agronomic system in terms of water**. **Dimensions:** external wall height: from 2.7 to 4 metres; internal wall height: 3 metres; wall thickness: 1.30 metres; internal diameter: 8.4 metres; external diameter 11 metres.

In 2008 Donnafugata donated the **giardino pantesco** to the FAI and became a corporate golden donor.



## Donnafugata for the territory

In Contessa Entellina, near the farm vineyards, Donnafugata supported the **Scuola Normale di Pisa** in the archaeological excavations on the Entella Fortress. Here the Elymians cultivated vines, as evidenced by the finds of coins with the effigy of the bunch of grapes, found in the ancient city of Entella, later called Anthilia in Roman times. Since 2000 the company has also supported young scholars with the **Giuseppe Nenci Prize**, a great scholar of the Elymians. Donnafugata has also financed the restoration of the **Madonna and Child** (15th century A.D.) of the "Pepoli" Museum of Trapani and is committed to supporting the Tapestries Museum of Marsala which houses eight Flemish works of great value. The love for the **Opera dei Pupi** ("Puppet Opera") - Unesco - Intangible Cultural Heritage - has led Donnafugata to collaborate with the **Antonio Pasqualino International Puppet Museum** of Palermo, and to finance the restoration of two precious Sicilian Puppets: **Angelica** and **Carinda**, the oldest puppet in the collection dated 1828.

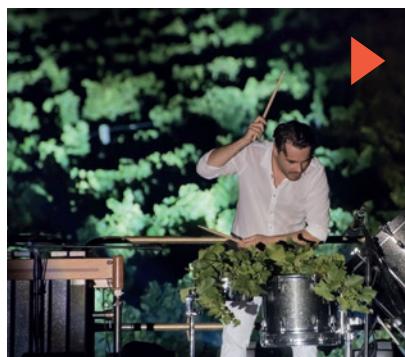
# DIALOGUE WITH ART

## *Art in the vineyard, the 10th of August for Calici di stelle (Goblets of stars)*

Every year on August 10th, for Calici di Stelle (Goblets of Stars), Donnafugata lights up its vineyards to celebrate the relationship between quality wine and art, always looking for new multisensory suggestions.

The love for literature, has led Donnafugata to support, for several years, the **Giuseppe Tomasi di Lampedusa Literary Prize**, named after the author of *The Leopard*. On the occasion of the Award, Donnafugata received on its estate important guests such as the writers **Abraham B. Yehoshua, Tahar Ben Jelloun, Claudio Magris and Anita Desai**, the actress **Claudia Cardinale** and the Oscar-winning composer **Nicola Piovani**.

Since 2012, the Donnafugata's vineyards and estates have become the location for an immersive experience where night-time scents are combined with the emotions of startling and specially designed artistic performances. From music, to dance, to the puppet opera, there are countless artists hosted on the stage who have presented works dedicated to the relationship between man and nature and the magical combination of wine and art.



"Notturno per vigna e percussioni" (Nocturne for vineyard and percussion) performed by **Nino Errera**, percussionist and composer.



"Le invisibili orchestre" performed by the **Quiet Ensemble**, multimedia artists of international renown.



A homage to Carla Fracci in the Vittoria Estate with Rebecca Bianchi and Michele Satriano, étoiles of the Rome Opera House



The **Opera dei Pupi Siciliani** ("Sicilian Puppet Opera") of **La Compagnia Marionettistica dei Fratelli Napoli**.



**Calici di Stelle a Donnafugata**, nella tenuta di Contessa Entellina.

# MEET DONNAFUGATA

Meeting Donnafugata is an experience not to be missed. In Sicily among vineyards and wineries or around the world where the voice of José Rallo sings her wines in unique locations.

## Visit Donnafugata

Since the 90s, Donnafugata has opened its cellars to wine lovers from all over the world, to share and spread the culture of wine with over 16,000 visitors a year. A welcome that conveys the values and secrets of a family business focused on excellence, together with the warmth of the most authentic Sicilian hospitality. A unique experience, bookable all year round at the historic cellars of **Marsala** and **Randazzo** on the north side of Mount Etna. Also in summer at the estate in **Pantelleria**. A **dedicated and experienced staff** welcomes guests and accompanies them on visits, in small groups, to discover the vineyards, production techniques and wines. Visitors can also choose **sensory itineraries** that combine wine tasting with the **gastronomic specialties** of the Sicilian territory. A service that combines quality and safety. An experience that can end in the wine shop where you can always find something special. A journey to discover Sicily and its different terroirs, all with extraordinary potential. Don't miss the two annual events of Cantine Aperte ("Open Cellars"), on the last Sunday of May, and Calici di Stelle ("Goblets of Stars"), on the 10th of August. An integral part of the welcome is the website [visit.donnafugata.it](http://visit.donnafugata.it), where you can book and find all the information on winery visits and events as well as suggestions for exploring the territories of western and eastern Sicily.

## Donnafugata Music & Wine: José Rallo recounts her wines through song

Donnafugata Music & Wine is a project that began in 2002 from the idea of José and Vincenzo to unite the passion for wine with the love for music. José presents from the stage a live multi-sensory experience, which combines each wine with a piece of music, whose rhythmic progression accompanies the sensations of tasting.

The Donnafugata Music & Wine project boasts a series of concert events in evocative venues such as the Blue Note in New York and the Acropolis Museum in Athens and

the production of three albums. Many other performances around the world: from the Blue Note in Milan to concerts in Beijing, Shanghai, Moscow, and St. Petersburg. In 2004 the first live CD was recorded which raised funds in favor of the pediatric heart surgery department of the Civico di Palermo, followed by the second Live CD recorded in 2008. In 2011 José Rallo, accompanied by clarinet and cello, records 7 mini-clips for a virtual tasting on the site and YouTube. Finally, in 2020 the third CD "Rebirth" dedicated to Sicily and literature is recorded together with The Brass Group Foundation. An experience that can be replicated by wine lovers by listening to the three CDs born from the project, now also available on Spotify and on the major streaming platforms.



## In connection with Donnafugata

The web offers numerous opportunities to meet Donnafugata and its admirers. The company's website, in a colourful and fluid way, narrates the values, the protagonists and the territories, as well as deepening themes such as the native varieties that are so intriguing for winelovers or the super sought-after food-wine combinations. The company website presents its wines divided into Collections to guide those people who choose according to their desires. For those who are more pragmatic, there is no lack of the classic subdivision by type or colour (white, red ... sweet). The company's digital communication is based on DonnafugataWine social profiles on Facebook, Twitter, Instagram and Youtube and, since 2021, also on WeChat and Weibo. Donnafugata's latest newsletter, in trade and consumer versions.

# ONLINE CONTENTS



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[The family](#)



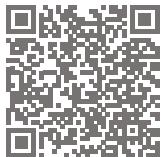
[From the origins to the present](#)



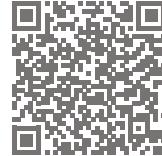
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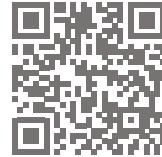
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[Press & trade room](#)

# PRESS & TRADE ROOM

In order to facilitate the work of all the professionals who find themselves talking about Donnafugata, the company makes available on its institutional website, the “**Press & Trade room**” section, a dedicated area, where you can quickly find and download many useful materials such as photos, videos, press releases, etc...

Within it the following sub-sections:

## **Press Kit**

A selection of downloadable documents, including the company profile, Donnafugata logo and other institutional materials.

## **Press releases**

The collection of communiqués that can be consulted by keyword or by chronology.

## **Photo Gallery**

A selection of downloadable photos, organized by macro themes.

## **Video Gallery**

A selection of videos organized by macro themes.

In case of use of the images, always mention the author of the photo and Donnafugata copyright.

## **Press Office**

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