



DONNAFUGATA®

PRESS RELEASE

Calici di Stelle at Donnafugata

The magic of the night harvest and grape tasting.
On August 10 at Contessa Entellina



A magical night was proposed by Donnafugata on **August 10** at the Contessa Entellina estate, with “**Calici di Stelle**” (Goblets of Stars), the traditional event promoted by the Wine Tourism Movement to celebrate the night of San Lorenzo. From 9 in the evening to 1 in the morning Donnafugata opened its vineyards and winery to the public, giving life to one of the most evocative moments of the year: the **nighttime harvesting of the Chardonnay**. Almost **2000 guests** could see the harvesting of the grapes in the moonlight, and, this year for the first time, they tasted the grapes in the vineyard during the visit, a sensory experience usually reserved for the technicians.

The **tasting** continued afterwards in the garden, along an itinerary that ran through **the entire range** of the current vintages of the company's wines, including the Grillo **SurSur 2012**, Donnafugata's novelty launched this year. And to the delight of the more passionate wine lovers the tasting of **special vintages** was offered: **Mille e una Notte 2008** and **2004**, the winery's top wine and icon of Sicilian wine excellence, along with another of Donnafugata's flagship wines, **Tancredi** as well in the **2004** vintage. Among the whites, in tasting the refined **Chiarandà**, in the **2007** version, which is characterized by elegance and olfactory intensity. **Pantelleria** wines were not missing, including **Ben Ryé 2010**, the most award-winning vintage in the history of this label.

This edition involved the **visitors** personally, they became **photo reporters** of one of the most eagerly awaited events of the year at Donnafugata: using the hashtag #Donnafugatatime they were able to share photographs of the event on **Instagram**. In total **70 tagged photos** are visible on the **dedicated Facebook tab** (https://www.facebook.com/DonnafugataWine/app_267091300008193) and recount the night of San Lorenzo at the Donnafugata estate through the eyes of the participants.

The social initiative **#Donnafugatatime** for Calici di Stelle 2013, is part of a **communication project 2.0** of Donnafugata that saw its exploit last year with the [Live of the Night Harvest](#) : more than 1,500 wine lovers from all over the world were connected with José and Antonio Rallo, live from Sicily for an innovative **Social Wine Experience**. The recording of the livestream, to relive the magic of the Moonlit grape harvest, is available on the Channel [YouTube DonnafugataWine](http://www.youtube.com/playlist?list=PLEnr1BaB0tooBvokdqPxU8AJpoLYTL8TH) (<http://www.youtube.com/playlist?list=PLEnr1BaB0tooBvokdqPxU8AJpoLYTL8TH>).

Lastly, the **100 Tappi e Stappi** collection continued: participants brought **over 3000 bottle corks** during the day, and received for each 100 corks a free bottle of La Fuga, Chardonnay.



DONNAFUGATA®

Calici di Stelle at Donnafugata remains together with Cantine Aperte (last Sunday in May) and San Martino ('Indian Summer' on the second Saturday of November) one of the favorite events of wine tourists in Sicily, as the number of participants, growing year by year, testifies, with a new record achieved this year of **almost 2,000 participants**.

Marsala, September 2013

Ferdinando Calaciura - Press Office Italy
calaciura@granviase.it cell. 338 322 9837

Laura Ellwanger - International Media Relations
pr.international@donnafugata.it cell.3346833083