

Donnafugata wins top Web ratings

The “Cantine in Web 2006” (“2006 Winery Websites”) survey conducted by one of Italy’s most frequently accessed enology websites, www.winenews.it, gave the Donnafugata site a top rating of @@@@.

The survey, now in its fifth edition and unique of its kind in Italy, screened more than 2,000 Italian winery websites, evaluating them on the basis of emotional impact, graphics, usability, navigability, content and updates. After initial weeding out, the top 100 were examined and a short-list of 24 was compiled by a group of 10 opinion leaders and journalists from Italy’s leading mass media. The group finally choose the 12 best “enosites,” six of which were awarded 5 @.

The survey also revealed that too few Italian wineries have grasped the potential of the Web, especially in terms of increasingly interactive relationships with connoisseurs and customers.

After taking home this highly satisfying result, Donnafugata—with an eye to continual improvement—redesigned the **Our Wines** section of its site precisely to guarantee its fans access that’s even easier and faster—and also more enjoyable.

Easy because the right-hand side of the page offers a set menu of various product categories (whites, reds, naturally sweet wines and grappa) and other links to info (Vintages, Awards and Guides, Gourmet Recipes, Music & Wine and Heartfelt Dedications). In addition, on the home page you can “browse” though items of interest on labels, focus on the latest wine on the market and on one of the three indigenous grapes (Ansonica, Nero d’Avola and Zibibbo) that give uniqueness and character to many Donnafugata wines.

Fast because just by clicking on the label of a wine you want to know more about you can access all the information on it, from presentation of the vintages on the market to a technical file.

Enjoyable because emotional impact is one of the best features of the Donnafugata site and so, along with warm, sunny colors, the wine surfer can find recipes to combine with the wine of choice (**Gourmet Recipes**), read the **Heartfelt Dedications**, thoughts and feelings of sommeliers, journalists and opinion leaders in regard to Donnafugata wines, or choose a melody to go with a wine for a tasting set to music (**Music & Wine**).

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