



DONNAFUGATA

PRESS RELEASE

State Trip to Japan for José Rallo of Donnafugata

“Primavera Italiana” 2007,” a promotional campaign for the finest Italian products backed by top Italian and Japanese institutions, opens on March 19 in Tokyo.

Marsala, March 17th, 2007. José Rallo, spokeswoman for Donnafugata wine, was invited to participate in the **state trip to Japan of Francesco Rutelli, Italian Cabinet Vice-President and Minister for Cultural Assets and Activities**. On his visit, he will inaugurate **“Primavera Italiana 2007: The Art of Living and Creating.”**

José Rallo will be in Tokyo from March 17th to 21st to represent Made in Italy and particularly one of its finest sectors, wine & food: **“Primavera Italiana 2007”** will be officially inaugurated on March 19th with the opening of the “Leonardo’s Mind” exhibition that through June 27th will feature masterpieces by Leonardo da Vinci, including the eagerly awaited *Annunciation*, and with an inaugural ceremony for which the tallest skyscraper in Tokyo, the Mori Building, will be lit up with the colors of the Italian flag.

“Primavera Italiana 2007” is a promotional campaign organized by the Italian Embassy in Tokyo together with major Italian organizations and backed by public and private sponsors, Italian and Japanese. From March to June 2007 the promoters will stage more than **200 events throughout Japan** to present contemporary Italy, highlighting its excellences in economic, technological, scientific and artistic-cultural fields and launching concrete partnerships in business, culture, tourism, investments, science and technology.

In setting up the calendar of “Primavera 2007,” special attention was given to two sectors that are key to Made in Italy in Japan: **tourism**—for which a meeting is slated between the Italian delegation and Japanese tour operators at the Japan Association of Travel Agents (JATA) headquarters—and **quality food products**.

The “Primavera Italiana 2007” program also includes a campaign for valorizing, providing information about and **promoting Italian wine**, which is divided into several projects. The Italian Trade Commission (ICE) is among the major backers and partners will include the Association of Italian Sommeliers (AIS) and the Japan Sommeliers Association (JSA), which are in charge of specialized training in Italian wines.

There will also be a Japanese-language publication to facilitate demand/supply for Italian wines, a handbook of Italian wine production regulations, a website, a bimonthly newsletter and an ad campaign. There will also be numerous guided tasting and seminars on what wines to drink with Italian, Japanese and international cuisine. Plus a festival of films that wrote the history of Italian cinema and best represent the “good life,” Italian-style.



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“I am very proud to represent the wines of Italy at the inauguration of this important event, which sees the governments of both countries committed to strengthening their relationship,” **José Rallo declared**. “Japan has always been very interested in fine Italian wine & food, wine in particular, and has been a major foreign market for many years for Donnafugata. Campaigns like this one have great and lasting fallout for Italy, consolidating a partnership that is very valuable economically but above all culturally.”

Donnafugata *Founded in 1983 by Giacomo Rallo and his wife Gabriella, Donnafugata has three production sites in western Sicily: the historic cellars in Marsala, built in 1851, for the maturation and bottling of the wine; the vinification cellar at Contessa Entellina, where the company runs 260 hectares (642 acres) of vineyards, and the vinification cellar on Pantelleria, where the company commenced work in 1989 and now cultivates 42 hectares (104 acres) of Zibibbo vineyards. Giacomo and Gabriella have been joined by their children José and Antonio; together they guide the company according to the “Enterprise, Nature, Culture” project, producing quality wines, while respecting the environment and promoting the territory. Donnafugata is one of the leading Sicilian wineries, with sales of more than 15 million euros in 2006, output of 2,650,000 bottles and a team of 40 employees plus 30 seasonal workers.*

Serena Battiloro

Foreign Press Office

sbattiloro@gmail.com

cell. +39 335 7541 847

Ferdinando Calaciura

Italian Press Office

calaciura@granviasc.it

cell. +39 338 322 9837