



DONNAFUGATA

PRESS RELEASE

## *Donnafugata at the Italian Qualities Fair*

**An event recounting an original, winning economic model thanks to which territories merge with companies. Donnafugata's production experience testifies to an important evolution in southern Italian enterprise.**

**Marsala, November 15, 2007** – Different companies sharing a winning experience will be participating in the Campionaria delle Qualità Italiane (Italian Qualities Fair): having bet on an economic model making it possible to find new paths to development that respect the territory, consumers and the oldest traditions and at the same time meet the challenges of globalization and innovation.

Donnafugata will be there with its own stand (C14, Hall 5) to tell the public about its experience in the **“soft economy”** that strives for excellence by combining territory and creativity.

In particular it will be the occasion for presenting the **“Impresa Natura Cultura” (Enterprise Nature Culture) project** with which the Sicilian company from years – committed to pursuing extreme quality in the vineyard as well as in the cellar—goes beyond its own borders by working responsibly for eco-compatible development and a territorial mentality.

Some fundamental milestones in terms of **extreme quality** were introduction of the **nighttime harvest at Contessa Entellina and recovery of a Pantelleria vineyard more than 100 years old**, the latter a project that was extremely important in terms of saving bio-diversity.

To help **protect the environment**, Donnafugata has installed two photovoltaic installations producing clean energy for a total of 70 kW, to which another 50 kW will be added in 2008 to cover 30% of the company's energy needs.

To promote the territory, over the years the company has carried out various projects, such as: **Donnafugata for Entella**, backing the archaeological work that the University “Scuola Normale Superiore di Pisa” is doing on the Rocca di Entella site, which falls within the territory of Donnafugata vineyards; the **Tomasi di Lampedusa Literary Prize** in honor of the author of // *Gattopardo (The Leopard)*, a novel set in the heart of western Sicily from which the company takes its name; **Donnafugata for Jazz**, whose concerts in the cellar have featured musicians like Pat Metheny and Manhattan Transfer and is a project that developed into **Donnafugata for the Heart**, with which—through sales of the CD in which Donnafugata wines are accompanied by musical excerpts—125,000 euro were raised for the Pediatric Heart Surgery department of the Palermo Civic Hospital.

In 2005 the “Enterprise Nature Culture” project won Donnafugata the coveted President of the Republic's plaque awarded by the panel for the **National Corporate Social Responsibility Prize** assigned for commitment to territorial enhancement, charitable works and eco-compatible development.

In 2004 Donnafugata was one of the promoters of **Symbola—The Italian Quality Foundation**, an alliance of know-how, enterprise, society and territory demonstrating a development model that is open to innovation without renouncing identity. And it was precisely the Symbola



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Foundation that was behind the Italian Quality Fair. A showcase of the finest Made in Italy where exhibitors were selected on the basis of respect for the environment, promotion of the territory and corporate social responsibility.

An event that shouldn't be missed, where Donnafugata describes itself to the public, presenting its wines in original ways. Each day at its stand there will be the **theme tastings** for those who wants to take a closer look into Donnafugata's wines:

Theme Tastings
Contessa Entellina white wines: Anthilia, Fuga, Vigna di Gabri and Chiarandà.
Musical tasting - Journey to Donnafugata: Angheli, Tancredi. Mille e una Notte in combination with Ernst Knam's chocolate.
The wines of Pantelleria, island of sun and wind: Lighea, Kabir and Ben Ryé, accompanied by several gourmet specialties.
Musical tasting - Donnafugata Music&Wine: Vigna di Gabri, Chiarandà, Tancredi, Ben Ryé and De Bondt Ryé chocolates.
Ben Ryé challenges time: vertical tasting of 3 vintages accompanied by De Bondt Ryé chocolates.

Also not to be missed is the discussion to be held on **November 23 at 3 p.m.** at the expo Congress Center. Here Donnafugata will be taking part in the round table on "**The legacies of Italian-ness in global competition,**" a national interest project backed by the Aspen Institute. The round table will be moderated by Giulio Tremonti, president of the Aspen Institute Italia and vice-president of the Chamber of Deputies, and by Enrico Letta, vice-president of the Aspen Institute Italia and Cabinet under secretary. Along with Josè Rallo, participants will be outstanding exponents of the Italian economic world such as Alessandro Profumo, managing director of UniCredit Group and Jean Todt, managing director of Ferrari.

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*"La Campionaria, Fiera delle Qualità Italiane" will be held from November 22 to 25, 2007, in Hall 5 of the new Rho-Però expo complex located along Sempione State Road 28. The Donnafugata stand is **C14, Hall 5**. Access is either from the Porta Est (East Gate, metro stop) or the Porta Ovest (West Gate, parking lot). For the press and anyone interested in the congresses and conferences, entry by way of the Porta Sud (South Gate) is recommended. The event is open to the public from 10 a.m. to 6:30 p.m. Admission is free and by invitation. Press accreditation is on site. [www.lacampionaria.it](http://www.lacampionaria.it)*