

PLANETA



Planeta news at Vinitaly 2009

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1. The new D.O.C.'s: Rosso and Passito di Noto.

Starting from the 2008 vintage the two wines produced at the winery of Buonivini at Noto, Santa Cecilia and Moscato di Noto, will be denominated D.O.C. Noto Rosso and D.O.C. Passito di Noto respectively.

At last this is an appropriate recognition of an area which is the true cradle of this indigenous variety par excellence – Nero d'Avola. Thanks to Planeta's commitment, a grape of ancient tradition, the Moscato bianco, has been recovered after decades of neglect.

A new enterprise is linked to the Passito di Noto D.O.C., to be previewed at Vinitaly. It will be presented together with ARTEMA, created by the guru of *pasticceria*, Corrado Assenza of the Caffé Sicilia of Noto. We prefer not to reveal any more, we invite you to come and taste them at our stand.

You are also invited to the guide 'Passiti d'Italia 2009's' prize giving, which has awarded 5 spheres to our 2007 Moscato. At 3.0 p.m. on 4th April (Pavilion 4 Stand D/4 E/4).

2. Etna: first vintage!

With no rush and allowing for the time which vines require, we are finally on the verge of the first vintage at Sciaranuova on Etna. The first wine will be a white, from Carricante grapes with a small addition of Riesling. Tasting must wait for the next Vinitaly, though it is already being presented to journalist friends, clients and consumers.

3. Hospitality: Planeta's 'guest rooms' open at Menfi.

In September we have another very important debut; Planeta's 'La Foresteria' will open at Menfi in the midst of the Gurra vineyards. It is a building with 14 suites and, most particularly, with a kitchen equipped for teaching; this will be the kingdom of the legendary Planeta 'aunts' who will demonstrate traditional Planeta family dishes to their guests. In addition, chefs from all over the world will be invited to demonstrate in this new establishment. Menfi enters the lists as one of the obligatory stops in the Grand Tour of Sicilian wine and gastronomy.



4. Research: the ‘collection fields’ are completed.

Research is another of the fixed points in the Planeta plan, research looking to the future as well to the past.

After establishing the largest book collection in Italy on vines and wine, Planeta has now completed the ‘collection fields’ project. The first of these, at Ulmo near Sambuca di Sicilia, contains the 22 indigenous Sicilian varieties in various clonings, and a selection of the Georgian varieties affirmed as originals by scholars.

The second, at Buonivini near Noto, contains a collection of Moscatos from all over the world, flanked here as well by their corresponding Caucasian varieties. A backward look through the ancient history of viticulture.

This is indeed a paradise for scholars, wine schools and university departments of agriculture and botany, who are already planning study days at these two collection fields.

This crowns what has always been a dream for us at Planeta; to succeed in passing on the tradition and culture of vines and wine not only through our bottles but also through the thousands of young people who can expand their enthusiasm through these two particular means, the book fund and the collection fields.

5. Planeta Terra: work for the environment continues.

Planeta’s concern for the environment is evident at Vinitaly 2009 by the Stand itself, planned to use ecological materials. All Planeta’s projects concerned with sustainability will be presented, and starting from the dates of Vinitaly it will be possible to book the ‘Case Sparse’, the holiday homes at Buonivini near Noto, that the artist Costanza Algranti has furnished entirely with her creations, made wholly from recycled materials.

6. Events at Vinitaly: tastings devoted to our ‘Facebook friends’ and to members of the Planeta Club; the ‘Immortal Whites’.

Fortunately, as well as chatting quite a lot, there is tasting at Vinitaly.

Three events to remember.

First of all, for members of the Planeta Club, several special tastings, with previews and old vintages. For all details: <http://www.planeta.it/club/>

Then there are tastings exclusively for our Facebook friends. For some time Planeta has been part of this best-known social network and this year will organise exclusive tastings for their ‘friends’. For all details, just become a friend of ‘Planeta Wineries’.

Finally, a tasting called ‘the Immortal Whites’ organised by ‘Civiltà del Bere’, to include twelve great white wines for comparison, with vintages going back at least a decade. Planeta will be present with one of their ‘flagship’ wines, 1996 Chardonnay.

7. Charity: the second edition of Planeta for Life will be presented at Vinitaly.

This year as well Planeta will support the DREAM project for AIDS babies in Africa.

On May 21st at the same time there will be a ‘Happy Hour’ in the principal cities of Italy where the proceeds will be entirely devoted to the project. The wines will naturally be Planeta’s, La Segreta white and red. The idea will be introduced at the Planeta Stand, and we invite all our wine-bar owner friends who would like to be involved to visit us there. Planeta will provide not only the wine but also a national and local publicity campaign as well as various gifts, all free of charge.

8. Olive oil: Planeta extra-virgin olive oil D.O.P. Val di Mazara,

Planeta will display at SOL the numerous prizes obtained during the last year. Olive oil has always been just as important as wine for Planeta. We are therefore particularly proud of the fact that Planeta extra-virgin olive oil D.O.P. Val di Mazara continues to accumulate prizes and awards. Naturally we shall be at SOL, at Pavilion C Stand 3, 15, 23

Planeta, Pavilion 2 “Vini di Sicilia” - Stand 165 I / 153 H

