



## PLANETA BRINGS 'THE SICILIAN EXPERIENCE' TO VINITALY

### PLANETA X the wine

'Exploring Nero d'Avola', a world tour devoted to the most famous Sicilian varieties of red grape, the new wines from Noto; Allemanda and Controdanza, as well as a Pinot Nero produced on Etna. Here are all of Planeta's innovations at Vinitaly 2018.

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### PLANETA X the Olive Oil

To emphasise the ever more important role of olive oil production in the company's activities, this year Planeta will double their input at Verona and, as well as Vinitaly, will be also present with their own stand at Sol&Agrifood.

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### PLANETA X the Hospitality

Empowered by more than twenty years' work in preparing the approach to wine tourism in Sicily, Planeta presents their own revolution in this context, with a special collection of exclusive offers for their guests, linked to the particular characteristics of the terroirs, of the wines and the beauty of the landscape.

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### PLANETA X the Art

Within the framework of their work linking art and the countryside, Planeta's esteem for Palermo Capital of Culture 2018 is expressed in a lasting project shared with the Merz Foundation, to be shown by a special limited edition label with a work by the artist.

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We hope to see you at Vinitaly at Pavilion 2, Sicilia Stand 81 E/90, and at Sol&Agrifood Pavilion C SAG Stand B67. We invite journalists to two private tastings planned at our Stand; at Didacus, 15th, 16th and 17th April at 3.30pm in English, and 16th and 17th at 2.30pm in Italian, and the Masterglass for Exploring Nero d'Avola, 16th April at 5pm.

Menfi, April 2018



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# PLANETA

Planeta for Wine

## **“EXPLORING NERO D’AVOLA”: THE WORLD TOUR PROMOTED BY PLANETA ARRIVES AT VINITALY**

An entire year devoted to the presentation of Nero d’Avola to the whole world; after Dubai, Tokyo, Osaka, London and Düsseldorf, the tour ‘Exploring Nero d’Avola’ finally arrives at Verona for Vinitaly.

The tour is intended to provide in-depth knowledge to the international public of the most important Sicilian red grape varieties, through a wealth of information and the opportunity to taste the wines produced by grapes from different areas and various vintages.

This is precisely an ‘exploration’ through the great territories of Sicilian wine where the Planeta estates now stand, and whose own ‘journey through Sicily’ has been inspired by the desire to produce every wine in its own territory, and to discover their own interpretations of the great Sicilian indigenous grape varieties. Particularly in the case of Nero d’Avola, they wished to discover how it succeeds in expressing itself everywhere but always in a different and surprising manner. Apart from Etna, Planeta’s other four wineries – Menfi, Noto, Vittoria and Capo Milazzo – have all been part of intensive research work into this ancient and noble variety over the years.

Obviously it won’t be this project alone to mark the presence of Planeta at Vinitaly 2018.

There are also important new wines from the territory of Noto; Allemanda, the new name of the Moscato Bianco, and Controdanza, another Nero d’Avola which is now blended with a small percentage of Merlot. ‘After Santa Cecilia, of which the name derives from that of our family and defers to the patron of Music,’ explains Alessio Planeta, ‘Allamanda and Controdanza are also a homage to this art, which is indicated on the Noto wine labels. For Moscato we chose the name of an opening dance, as is our wine. And for the blend of Nero d’Avola and Merlot, purposely, that of a country dance originating in a game of agreements and contradictions’.

At Vinitaly Planeta will also present the wines whose new vintages have gained a label indicating denominazione Sicilia Menfi Doc – Alastro 2017, Terebinto 2017, Burdese 2014, Merlot Sito dell’Ulmo 2014, Maroccoli Syrah 2014; Brut Metodo Classico with its new label, and a gem of the Etna vineyards, Eruzione 1614 Pinot Nero, the result of a specific experiment following that already carried out on Riesling. ‘We concentrated on Pinot Noir which has been cultivated in the area for centuries, though marginally, as a small collection of vines growing on the legendary eruption of 1614. The result’, concludes Alessio Planeta, ‘is an absolutely original version of this variety’.

Planeta will be at Vinitaly, at Pavilion 2, Sicilia Stand 81 E/90

Menfi, April 2018



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## Planeta's Olive Oil

### **PLANETA DOUBLES THEIR PRESENCE AT VERONA, BRINGING THEIR THREE OLIVE OILS TO SOL&AGRIFOOD**

To demonstrate the growing importance of olive oil production in the company's activities, this year Planeta will double their presence at Verona and, as well as being at Vinitaly, will also be present with their own Stand at Sol&Agrifood.

This is consistent with the ambitious project presented last year of increasing the size of the olive grove of Capparrina at Menfi from 100 to 150 hectares, planting a further 13,000 olive trees and thus completing the important scheme of protecting the countryside and the quality of their olive oil.

For this purpose Planeta will bring to Vinitaly their three olive oil products according to the regulations of the DOP Val di Mazara – the Tradizionale blend and the de-stoned single varieties of Biancolilla and Nocellara del Belice, fruit of the splendid 2017 harvest.

A record harvest that provided us with extraordinary quality and above average quantity, a truly 5 star vintage. From 2017 we have varietal olive oils, with increased quality, also thanks to the new two-phase decanter, complete with overhead presses, which extract the oil more gently, recently installed in the press placed at the centre of our olive grove facing onto the sea at Menfi.

In spite of great variation over the agricultural year, the weather was however favourable for olives. The fairly dry spring favoured flowering and setting, the hot summer diminished the population of harmful insects and the rain at the end of September was excellent preparation for the harvest, which delivered olives with superb analytic values (an acidity constantly around 0.2% has never been recorded before).

In addition, this week prizes begin to arrive for Planeta's olive oil, such as that from the Los Angeles Extra Virgin Olive Oil Awards which awarded the 'Silver Medal Robust' to the Biancolilla DOP Val di Mazara 2017 and the 'Silver Medal Medium' to the Tradizionale DOP Val di Mazara 2017, and from Bibenda who awarded '5 gocce' to the Tradizionale.

Planeta will be at Sol&Agrifood, at Pavilion C SAG Stand B67

Menfi, Aprile 2018



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## Planeta and Hospitality

### **EXPERIENCES TAILORED FOR EVERY REGION AND FOR EVERY GUEST: PLANETA HAS A NEW WAY OF PROVIDING WINE TOURISM**

Tailor-made experiences for every region and for every guest. Planet embodies ever more the task of best describing and bringing to life the Sicilian Experience through their hospitality and completely reorganising their proposals for travellers.

Empowered by over twenty years of work in preparing an approach to wine tourism in Sicily, Planeta will present their own revolution in this context at Vinitaly 2018, with a collection of unique offers for guests, planned to function together with local operators through their products and services.

‘We have always’, says Francesca Planeta, ‘combined our passion for Sicily with the desire to welcome those who wish to visit. Because of this our wineries have never just been places devoted to the production of wine, but places of hospitality, linked to cookery, to nature and to culture. And from this year we thought we could make still more of each region, planning for each one a portfolio of facilities tied to the uniqueness of the place, to the wines and to the beauty of the landscape’.

Thus, for example, a visit to Ulmo in the district of Menfi, a 16th century farmhouse where Planeta’s history began, will be an immersion in the atmosphere, the images and the traditional family cooking. In contrast, among the soft hills of Buonivini at Noto, the cradle of Nero d’Avola, the guests will find an informal welcome while exploring a great wine territory and pausing for a break under the carob trees. Again, at Sciaranuova on Etna, among the vines growing on the lava flows, they will be guided in a walk to discover the unique character of mountain vines.

A completely new list of exclusive services, which will be organised according to an annual calendar of activities planned according to the seasons, always leaving plenty of room for developing those tailor-made programmes for the more inquisitive and demanding wine tourists. To the new developments in the wineries can be added those previously mentioned in March, the Spring re-opening of La Foresteria Menfi; the whole resort has been re-planned and improved from the rooms to the kitchen, from the welcome to the outside spaces, and from the facilities for guests to the communal areas.

In Palermo the provision for guests at Palazzo Planeta, the apartment hotel opened last year in the family building situated in the centre of the historic centre, will be entirely devoted to Palermo Capital of Culture 2018, with little-known walks to discover both its ancient spirit as well as some contemporary aspects of the Sicilian capital.

Menfi, April 2018



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# PLANETA

Planeta for Art

## **“SE LA FORMA SCOMPARE LA SUA RADICE È ETERNA” PLANETA’S PARTICIPATION IN PALERMO CAPITAL OF CULTURE 2018**

### **A project to unite the creation of a permanent library at the Botanic Garden and a special wine label created by Mario Merz**

This time Palermo is the centre of Planeta’s latest project for Art and Territory.

Two parallel projects are born from the partnership with the Merz Foundation and the ‘Radiceterna’ association which will be Planeta’s concrete contribution to the calendar of events which are enlivening the city. A homage to the city which will be the Italian Capital of Culture for 2018.

The first project is ‘Radiceterna’, an idea of Valentina Bruschi, Ignazio Mortellaro, Vittorio Rappa and Eveline Wüthrich, together with Planeta and the Merz Foundation.

The scene of this enterprise is a place particularly close to Planeta; the Botanic Garden of Palermo University. A permanent library based in the Calidarium of the Garden will be presented to the city, with a basis of important books devoted mainly to landscape and contemporary art, and with a small exhibition space where four exhibitions have already been planned for 2018.

‘Radiceterna’ will be inaugurated on 19th May with an exhibition by the Puerto Rican artists Allora and Calzadilla and the exhibition of one of the most representative of Merz’s works ‘Se la forma scompare la sua radice è eterna’ (2003) in front of the Calidarium.

This work at once struck the Planeta family. ‘It seemed to us’, explained Alessio, Francesca and Santi Planeta, ‘the perfect synthesis of what we aspire to achieve every day, with our work in agriculture, on the land, with wine’.

From this arose the second project: ‘We decided, together with the Merz Foundation, to produce a special bottle, which will reproduce on the label the work of this artist from Turin. We are proud and honoured to link one of our wines to the memory of Mario Merz; to be consistent with the cultural and ideological legacy of the Torinese artist it will not be a particularly expensive bottle, though it will be produced in a very limited quantity.’

The first appointment will be 19th May in Palermo, but others will follow.

The fourth edition of the Sciaranuova Festival, at Planeta’s Teatro in Vigna on Etna, has already been planned for the last two weeks of July. At the end of August it will instead be the vines of Noto to host the third edition of Planeta Santa Cecilia in Musica, with the valued contribution of Maestro Giovanni Bietti. In September the beginning of the harvest could also coincide with the eighth edition of our first project in contemporary art, curated by Valentina Bruschi, the itinerant artists’ residence ‘Journey through Sicily’.

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