

200 YEARS OF DUCA DI SALAPARUTA: NEW LABELS TO CELEBRATE A WINE CHALLENGE THAT BEGAN IN 1824



The **200 years of Duca di Salaparuta** tell a virtuous business model story across Bagheria, Aspra, Mongerbino, and Casteldaccia, important for the communities that live it day by day. The celebration is, first and foremost, a tribute to the entrepreneurial vision of **the Alliata family** and the modernity that Duca di Salaparuta has consistently affirmed through the

ages. The first visionary behind this dream-turned-reality was **Giuseppe Alliata, Duke of Salaparuta**, who, in **1824**, decided to vinify grapes from his Casteldaccia estates at his summer residence, Villa Valguarnera. This gave birth to distinctive wines, both elegant and innovative for the time. This passion evolved into an unprecedented enological



challenge, led by illustrious figures like **Edoardo**, **Enrico** and **Topazia Alliata**. The rest is history. Generation after generation, they achieved the **highest quality standards**, making the company today a representative of Sicily's oldest enological tradition, with a product range that consistently embodies identity, pleasure, and elegance with an international flair. The celebrations in 2024 are intended as a love letter to a Sicily

that has retained its soul and its desire to be surrounded by beauty, art, and poetry. Bagheria is its beating heart, and Duca di Salaparuta honors and enhances this connection through the paintings of **Renato Guttuso**, the photography of **Mimmo Pintacuda**, and the cart art of **Emilio Murdolo**, which inspired the entire **label restyling project** celebrating the 200-year milestone.



2024 will be marked by an eno-cultural project that, in addition to the exceptional restyling of the most representative labels, includes the creation of a **documentary** dedicated to the creative genius of these extraordinary artists – “The Theory of Contrasts,” by Just Maria Films and produced by Duca di Salaparuta – with collateral initiatives open to synergies with the local territory. This project aims to reconnect with the roots of a land that still smells of orange blossom, offering an excellent stage for painting, culture, and enogastronomy.





“We celebrate 200 harvests of a business that has shaped the enological destiny of Sicily,” says **Roberto Magnisi, Director of Duca di Salaparuta Wineries**. “We have decided to break the boundaries of our wineries to embrace a land with a strong communicative identity. The bottles become art vessels, through the expression of Renato Guttuso with his ‘Paesaggio dell’Aspra,’ and some photographic shots by Mimmo Pintacuda. For the two icons of Duca di Salaparuta, Bianca di Valguarnera and Duca Enrico, these 200 years are marked in gold with a red lacquer signature, to highlight their preciousness and prestige,” concludes Roberto Magnisi, “expressing that desire for challenge that has characterized Duca di Salaparuta since its inception.”



DUCA DI SALAPARUTA
DAL 1824

Roberto Magnisi,
Director of Duca di Salaparuta Wineries