



PRESS RELEASE

Firriato will be once again the partner of the XXI edition of the Etna Raid

Firriato, the historic Sicilian wine brand, will be partner of the **Raid dell'Etna**, the international event reserved for vintage cars, now in its XXI edition, will take place from **23rd to 29th September** through an itinerary of over 1000 kilometres. The registered teams will travel along the most evocative Sicilian roads, thus discovering some of the most fascinating aristocratic places and residences of the island.

As in previous editions, the Di Gaetano family's winery will be giving **the Firriato Cup trophy**, which will reward clubs and stables with the largest number of members.

The official start of the **XXI edition** of the Etna Raid is scheduled for Sunday, **September 23rd in Palermo**, with crews from all over the world gathering in Piazza Politeama. Since the following day and for the rest of the week, teams will face each other throughout Sicily, in the usual regularity race.

The Etna Raid is a competition with an evergreen charm, which attracts enthusiasts from all over the world every year, offering a unique stage for lovers of vintage cars.

PR & Comunicazione

Andrea Terenghi – (+39) 348- 3115953 – terenghi@granviasc.it



Gran Via – Società & Comunicazione – srl
Via Giotto, 92 90145 Palermo

Firriato Winery is a family-owned business, located in Trapani. It encompasses six estates throughout the most magical parts of the wine regions of Sicily, including the island of Favignana. Founded in 1984, Firriato boasts a kaleidoscopic production of 4.5 million bottles per year. Approximately 380 hectares of vineyards are manicured with passion under certified organic farming techniques. These vineyards are distributed in three heterogeneous and complex soils: the Agro of Trapani, the Etna volcano, and the surprising viticulture of the sea environment surrounding the island of Favignana. Firriato is a pioneer in Precision Viticulture, a technique that emphasizes the potential of every single plant, and the range of expression that can be revealed with respect to distinct pedoclimatic contexts. Dedication and zeal applied to oenological practices and eco-sustainability are an integral part of the philosophy of Firriato. It is for this reason that Firriato, year after year, has continued to conquer international markets for quality and elegance of its wines. Firriato products can be found in forty-eight countries around the world, representing the fine expression of Sicilian terroir. For more information: www.firriato.it