

Gaetana Jacono,
Wine entrepreneur of Valle dell'Acate
appointed as Ambassador of the project "WE-Women for
Expo"

Milan, April 2014. **Gaetana Jacono, owner of Valle dell'Acate wine, has been appointed as Ambassador of "Women for WE-Expo"**, a project of Expo Milano 2015 in collaboration with the Ministry of Foreign Affairs and Fondazione Arnoldo and Alberto Mondadori. (Arnoldo and Alberto Mondadori Foundation)

WE-Women for Expo is a global network of women working together on nutrition themes, aiming to improve the right to food.

Gaetana, already Brand Ambassador of Vittoria Cerasuolo, as businesswoman and bearer of the territory values around the world, thanks to her long experience in business and her love for the territory, the wine and the products of land in the broadest sense, intends to bring to the Expo a strong contribution and commitment.

She has welcomed with enthusiasm the invitation to speak on the food, on how it can be cultivated and cooked. And of the future we need to build for the next generations in terms of sustainability. She has involved all the Donne del Vino (Women of Wine) in this project.

As a matter of fact was Gaetana who had the idea of collecting from each woman of the Associazione Donne del Vino (*Wine Women Association*) what she calls: "*ricetta di cucina - ricetta per la vita*" (*cooking recipe - recipe for life*), a family or a regional recipe. Thus the Association becomes part of the multimedia platform "WE-Women for Expo".

WE-Women for Expo intends to reach and involve the largest possible number of women who live in the Expo countries: writers, artists, scientists, businesswomen, civil society representatives and common people of every language, culture and continent. Every woman can join the WE, by sending her a "recipe for life": a special dish that belongs to her personal or family history, to the traditions of her country and her land.

As WE Ambassador, have already joined the project: Vandana Shiva (India), Habibyar Najilla (Afghanistan), Karla Suarez (Cuba), Monica Kristensen (Norway), Linn Ullmann (Norway), Suad Amiry (Palestine), Monika Bulaj (Poland), Jelena Marjanociv (Serbia),

Clara Sanchez (Spain), Amélie Nothomb (Belgium), Margaret Drabble (UK), Taiye Selasi (UK), Elizabeth Strout (Usa), Jody Williams (Usa).

And for Italy: Silvia Avallone, Stefania Barzini, Daria Bignardi, Irene Bignardi, Laura Bosio, Eva Cantarella, Sveva Casati Modignani, Lucia Castellano, Evelina Christillin, Sabina Ciuffini, Laura Corti, Lella Costa, Laura Curino, Diamante D'Alessio, Chiara Frugoni, Chiara Gamberale, Laura Grandi, Licia Granello, Daniela Hamai, Anna Maria Isastia, Josefa Idem, Gaetana Jacono, Monica Maggioni, Michela Marzano, Paola Maugeri, Erica Mou, Maria Mulas, Margherita Oggero, Brunella Schisa, Barbara Stefanelli, Silvia Vegetti Finzi.

“With great enthusiasm I immediately accepted to be part of the Women Ambassador of “WE-Women for Expo”, says Gaetana Jacono, owner of Valle dell'Acate. Today, food is a topic of great importance: nourishment passes through the energy consumption, the genuineness of our ingredients, the ethics, what we buy, where the things we buy come from Women play a central role in this topic, because they do the shopping, they provide food and they know how to preserve and adapt whatever is available. If we team up, and in this respect women are very good, we will be able to send a strong message and face the challenges that will determine the future of our planet. First, among these, teach to eat properly for our health and the whole world.”

Valle dell'Acate, lead by **Gaetana Jacono**, who represents the sixth generation of winemakers, is one of the most important producer in the enoic panorama of South East Sicily

The winery is committed to the **development of the territory** and the significant peculiarity of the region with the project: **“7 terre per 7 vini”** (7 lands for 7 wines), **to the spread of wine culture outside the border of its land and the adoption of sustainable methods.**

Valle dell'Acate offers a range of solar, dynamic and aromatic wines of uncontested value. The famous D.O.C.G Vittoria Cerasuolo, the D.O.C Frappato, Insolia and Zagra, the IGT Moro, Bidis, Rusciano and the Tané, obtained by the selection of the best grapes of the most important harvests. With an **annual production of about 400,000 bottles**, the Valle dell'Acate wines, are successfully exported around the world. In addition to the United States, Europe, and Canada, they have also reached the new Asian markets, from Japan to China, from Russia to India. They are well known in Italy, especially in Sicily.

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