



PRESS RELEASE

WHEN SCIENCE MEETS THE GREAT WINE:
BANFI TELLS THE STORY OF THE RECENT STUDIES AND EXPERIMENTS IN THE
BOOK "THE PURSUIT OF EXCELLENCE - HISTORY, KNOWLEDGE,
SUSTAINABILITY"

Ten years after the first publication and in a valuable format, much more usable than the previous one, the book *The Pursuit of Excellence - History, Knowledge, Sustainability* will be presented at Vinitaly Tuesday, April 11th, at 3PM, at the Banfi stand (Hall. 9 / D6)

(Montalcino, April 4th, 2017) - Wine and science, inseparable duet when quality is the code word. **Banfi**, following the central idea of its commitment to excellence and, exactly ten years after the first publication, collects the last years of research and experimentation in *The Pursuit of Excellence - History, Knowledge, Sustainability*, a valuable volume much more usable compared to the previous one.

The book, continuing the path already taken by the first volume, thematically deals with applied research lines that characterized the daily operations of Banfi in the last decade. Again, as happened with the first publication, *The Pursuit of Excellence - History, Knowledge, Sustainability* will not be for sale, but will become a precious gift for everyone who likes to get closer to the Banfi world.

The presentation will take place at Vinitaly during the press conference, scheduled for Tuesday, April 11 at 3PM, at the Castello Banfi stand (Hall. 9 / D6).

In this occasion will participate **Professor Sergio Miele**, Professor of Agronomy head of agro-biotechnology projects INSTM Consortium, **Rudy Buratti**, Banfi head winemaker, **Gianni Savelli**, Banfi agronomist, **Rodolfo Maralli**, Banfi sales and marketing manager, together with **Enrico Viglierchio**, Banfi general manager.

Interested journalists are kindly invited to participate.

For information please contact:

Lorella Carresi – PR & Communication Manager - Banfi

e-mail: lorella.carresi@banfi.it - tel.: 0577 840 111

Web site: www.castellobanfi.it

Facebook.com/CastelloBanfi - Twitter.com/CastelloBanfi - Instagram: Banfi Vini