

# *Santa Margherita*

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Press release

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## **Win a celebrity chef in your home with Santa Margherita**

From 21<sup>st</sup> May to 26<sup>th</sup> August 2012 Santa Margherita, a long-standing promoter of Italian food and wine culture, is launching an original new initiative, in partnership with CHIC, Charming Italian Chef, and La Cucina Italiana, for fans of good food and wine: "Win a celebrity chef in your home".

Purchase one of the products in the promotion, Pinot Grigio Valdadige D.O.C., Chardonnay Vigneti delle Dolomiti I.G.T., Müller Thurgau Frizzante Vigneti delle Dolomiti I.T.G., Prosecco D.O.C. and Cuvée di Pinot Veneto I.G.T, and you could win a dinner prepared in your home by a CHIC circuit celebrity chef, in the best Italian culinary tradition. There are 5 dinners at stake, as well as daily prizes including a year's subscription to La Cucina Italiana and 5 x La Cucina Italiana Apps for iPhone and iPad.

Taking part in the competition is simple and immediate. After purchasing one of the products with a promo collar tag and back label, enter the code printed on the back of the bottle under a scratch 'n win panel in the special section of the [www.santamargherita.com](http://www.santamargherita.com) website. An online response tells you immediately if you have won. Dinners can be organised between 15<sup>th</sup> July and 15<sup>th</sup> December. The celebrity chefs will create 5 special dishes for the winners and their guests, paired with Santa Margherita wines.

Santa Margherita wants this initiative to expose a wider public to excellent Italian food and wine tradition, based on a quest for quality, and great passion and talent, and to further teach people how easy it is to pair good food with a glass of good wine.

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