



Press release

Interest is beginning to grow around the seventh edition of the Santa Margherita Wine Literary Prize, which is about to give rise to some unusual, witty and appealing stories.

This successful event ranks among the most important Italian literary prizes.

That's proved by both the number – more than 10,000 emerging writers sent their unpublished stories in previous editions – and quality of the participants. Some “big” names of contemporary literature have also been involved, including Gad Lerner, Benedetta Cibrario (2008 Premio Campiello), Michele Serra, Pino Cacucci, Simonetta Agnello Hornby, Ippolita Avalli and many others besides, wanting to take part as pure-breed “Autori DOC” writers, with their short stories, alongside the emerging writers of each edition.

The theme: food and wine. To be described...in 4000 characters, including spaces. That's the only limitation imposed on the writers, who have free rein over their creativity and imagination.

An impressive jury, as tradition dictates, is chaired by Inge Feltrinelli. The jury consists of illustrious guests, like the Editor of Cucina Italiana, Paolo Paci; Bruno Gambacorta journalist and popular TG2/Eat Parade presenter; Editor of Elle Décor Livia Peraldo Matton; Michela Gattermayer Deputy Editor of Vanity Fair; Linus, top presenter on Radio DeeJay; Sebastiano Barisoni, Director of Radio 24; Gianluca Pallaro, Director of the Scuola Holden two-year course in Writing and Storytelling, and lastly Ettore Nicoletto, CEO of Santa Margherita.

The three winning stories will become best sellers, with an overall print run of more than 600,000 copies, printed on the back labels of bottles of Pinot Grigio Valdadige DOC, Chardonnay Vigneti delle Dolomiti IGT and Müller Thurgau Frizzante Vigneti delle Dolomiti IGT.

The three winners will receive book tokens for 1,500, 1,000 and 500 Euros respectively, for first, second and third place, and a selection of Santa Margherita Magnums.

Unpublished stories must be sent by connecting to the special Wine Literary Prize section on the Santa Margherita website, from 1st July to 23rd September. Full content and regulations are available on the website www.santamargherita.com. The contest will also be promoted using a handy bookmark that you can pick up in Feltrinelli Bookstores, on blogs and numerous websites.

The Wine Literary Prize and Food and Wine Prize show Santa Margherita's commitment to promoting the culture and understanding of the world of wine, inextricably linked to the world of food.

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