



CASTELLO DI AMA

Press release



Castello di Ama, one of Italy's most prestigious wineries and always a leader in winemaking innovations, launches its own App for the iPad® and iPhone®, both designed expressly for aficionados of its wines, terroir and art.

Castello di Ama, one of the Ambassadors of World-Class Italian Winemaking, has been selected by the "Critic's Choice" of the *Wine Spectator's* "New York Wine Experience" to represent Italian wine excellence in USA.

Castello di Ama, one of Italy's few "chateaux" and considered internationally among the most prestigious wineries, has always been a sector leader in winemaking innovations. It now proudly launches its own App for the iPad® and iPhone®, both designed expressly for aficionados of Castello di Ama's world-class wines and of the extraordinary collection of site-specific works of art in its Contemporary Art project.

The Castello di Ama App was designed to answer the requirements of all those who like to keep up-to-date through every moment of the day, whether at home or anywhere in the world, when they want access to news or stories about Castello di Ama's wines: an evening with friends in London, a dinner in Hong Kong,....

The App layout, simple and appealing, follows the model of Ama's "purist style": eye-catching visual layout and innovative graphics, thanks to the images created by Alessandro Moggi and the graphic design by 055 Communication. Its 5 sections are totally *user-friendly* and, at the same time, convey a whole range of accurate and interesting information about Ama. Dive into the sections, and one finds information on the centuries-old HISTORY and TERROIR of the winery, all presented in the guise of "landscape paintings". Then there are the great WINES, with complete infos about the vintages, sensory profiles, and the bottle sizes available on the market. The ART section brings the artworks and profiles of the artists



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who have contributed to make up the extraordinary Contemporary Art collection, along with a compelling visual storyline illustrating the creation of each piece. Finally the RECIPES section features the “legendary” Paola and Giovanni, Ama’s chefs who present the recipes born of a passionate love for local culinary traditions, based on organically grown ingredients, each one created to perfectly complement a Castello di Ama wine.

The App is free and can be downloaded from Apple’s AppStore® starting early November.

Castello di Ama has been selected by Wine Spectator’s wine critics to celebrate Italy’s excellence in the world of wine, at the New York Wine Experience. Castello di Ama will be pouring its outstanding Vigneto Bellavista 2007, which was awarded 96 (WA) points by Robert Parker’s *Wine Advocate* and 95 (WS) points by the *Wine Spectator*. What is arguably the most acclaimed and prestigious international wine event, comprising two days of wine tastings, that took place on 20-21 October, at the Marriott Marquis Hotel on Times Square.

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