

With the trend of celebrity wine continuing to grow, rock legend Sting and his actress-director wife Trudie Styler are set to participate in Italy's largest and most prestigious wine fair in the country.

Sting & His Wine

On Celebrity Wines

"I think in some ways it's a pejorative: celebrity wine. Because there is so much of it. We haven't been here for generations. But we are serious. We are committed."

On paying \$3.5 million for the 16th-century villa: "We bought it for a song. Maybe two songs."

On music and winemaking:

"Even though it was going to cost a lot of money, the ethos of creating something unique really spoke to us. For me, the analogy of music was strong because success in music is about sounding unique... Taste to me is a wavelength. It's like listening to Gustave Mahler or Burt Bacharach. It's all good,



but there's a spectrum of intensity."

On their purchase:

"The house was kind of falling down, but the rooms were livable. We knew it needed a lot of work. But the clincher for me was the wine. The duke said to me, 'Would you like to taste some of the wine?' I said, 'Sure,' and tasted it, and wow. I said, 'Okay, we'll

On their stake in the Italian economy:

"I prefer Italian wine now. It may just be loyalty to my people since we bought Il Palagio. I feel we have a stake in the Italian economy." 🔳





In addition to the upcoming Annual April Wine Fair in Italy where this powerful and creative couple will no doubt take center stage, they will also appear on the cover of Wine Spectator's April issue where they talk celebrity wines, music and their long journey in transforming an idyllic home into what has now become a thriving winemaking business.

Wine Spectator is the world's leading authority on wine.

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