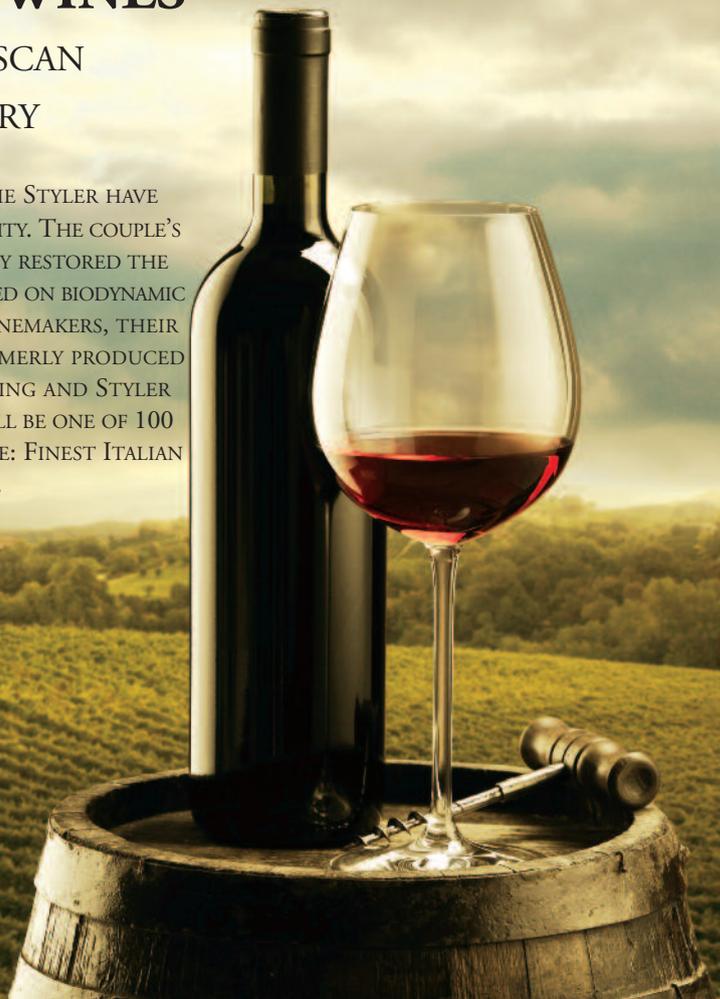


STING & TRUDIE STYLER'S WINES

THE DUO TRANSFORMS THEIR TUSCAN ESTATE INTO A THRIVING WINERY

RENOWNED MUSICIAN STING AND HIS ACTRESS-DIRECTOR WIFE TRUDIE STYLER HAVE BECOME RESPECTED MEMBERS OF TUSCANY'S DEEPLY-ROOTED WINE COMMUNITY. THE COUPLE'S SEARCH FOR REAL ESTATE IN TUSCANY ENDED IN 1997 AT IL PALAGIO. THEY RESTORED THE HOUSE, REPLANTED ITS VINEYARDS AND LAUNCHED A BOUTIQUE WINERY BASED ON BIODYNAMIC AND ORGANIC PRINCIPLES. THOUGH THEY MAKE NO PRETENSE OF BEING WINEMAKERS, THEIR STEWARDSHIP HAS GIVEN NEW LIFE AND PRESTIGE TO AN ESTATE THAT FORMERLY PRODUCED BULK WINES. THEIR TEAM HAS PRODUCED OUTSTANDING WINES, AND STING AND STYLER HAVE BECOME PART OF THE LOCAL COMMUNITY. ON APRIL 9, IL PALAGIO WILL BE ONE OF 100 PRODUCERS SELECTED BY WINE SPECTATOR TO PARTICIPATE IN OPERAWINE: FINEST ITALIAN WINES, THE MARQUEE EVENT OF VINITALY — ITALY'S LARGEST WINE FAIR.

"WHEN WE FIRST BECAME STEWARDS OF THIS HISTORIC PROPERTY, THE VINES WERE IN TOTAL DISREPAIR. WE KNEW WE WANTED TO MAINTAIN THE TRADITION AND AGRICULTURE OF THE ESTATE, AND SO WE BEGAN RENOVATION OF THE VINEYARDS," SAID STYLER. "THE VINEYARDS HAVE BEEN EXPANDED AND THIS MAGNIFICENT ENDEAVOR HAS BEEN MORE REWARDING THAN STING AND I COULD EVER HAVE IMAGINED."



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 buy it.'"

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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