

FOR ITS 200TH ANNIVERSARY CORVO CELEBRATES NEW SICILIAN WAY OF LIFE, SINCE 1824



Corvo celebrates the Sicilian lifestyle with a fresh approach, blending tradition with modern-day habits in a new ad produced by **Just Maria Films**. This marks a complete rebranding, with redesigned labels, a fully revamped website, and updated social media channels.

Returning to its roots is the starting point of every revolution, a concept that Corvo portrays in the video created to honor its **200th harvest**. The video reflects a lighter, more irreverent communication style. Corvo, the wine synonymous with Sicily worldwide, is reinventing

itself, evolving its visual identity while staying true to the values of **heritage and history** that have defined it **since 1824**.

value to the memories of the past. This is why the vineyard of **Contrada Corvo in Casteldaccia**, where everything began with **Giuseppe Alliata** in 1824, is featured again on the label of the “Classici” line, symbolizing a traditional yet cross-generational taste.

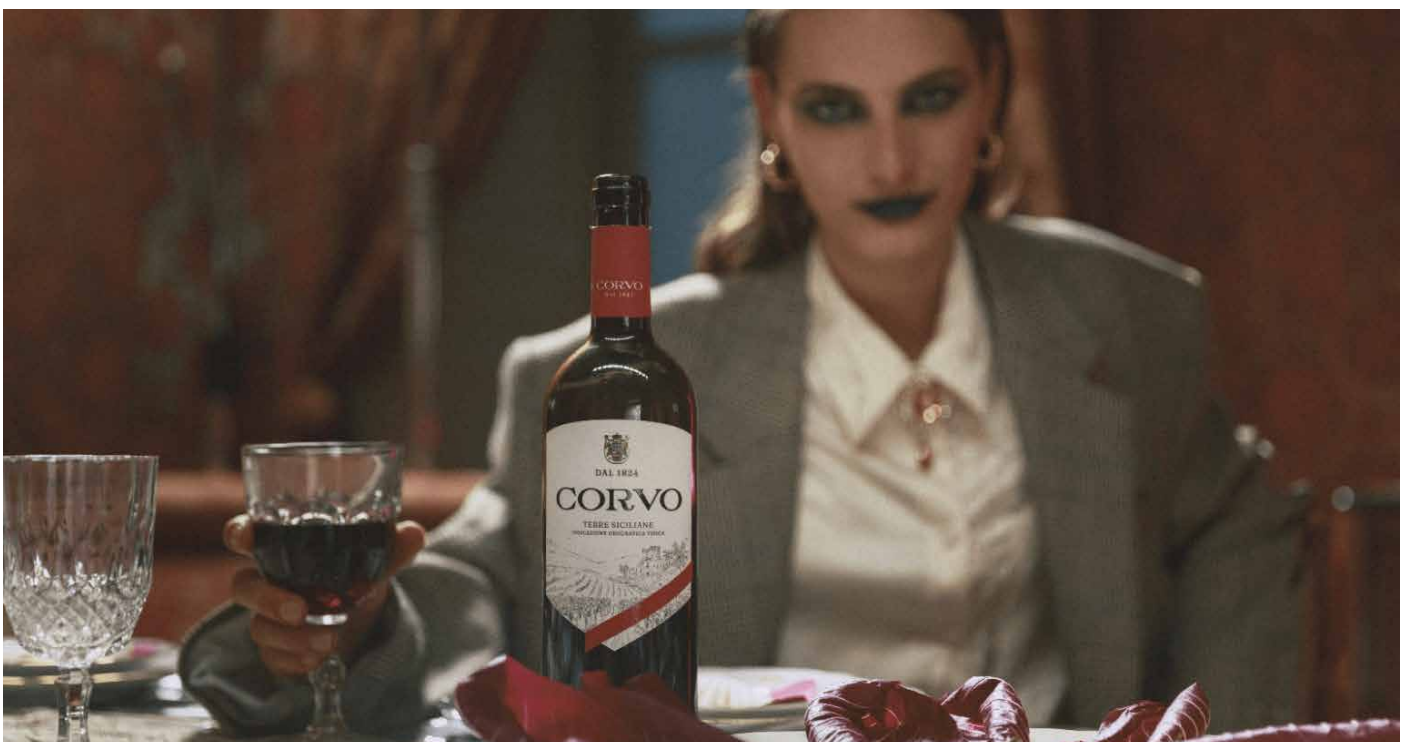
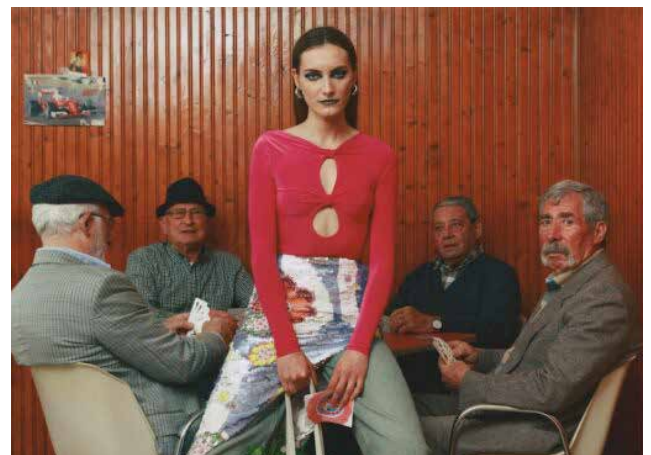
CORVO

From the intersection of past and present, **Corvo** has found a new way to interpret the quintessential Sicilian lifestyle: tradition becomes the tool to color modernity, adding



Director **Carlo Loforti** brings this story to life, filming the **Corvo** video in the towns of **Isnello** and **Castelbuono**, in the province of Palermo. The video plays with clichés and embraces the desire for renewal. On one hand, we see the Sicilian landscape and Moorish heads; on the other, Roberta, a young woman who, after spending time in a big city, decides to move back to the small village of her grandparents, where she has inherited a little house. The beginning is not easy, life moves slowly, and she feels out of place in a town steeped in a past that no longer feels her own. But day by day, darkness gives way to light, with walls repainted, wardrobes dusted off, and memories resurfacing through

lace, worn clothes, and historic wine bottles. To have a name means to have roots, and Roberta begins to feel them deeply. She looks to the future with more confidence, opening her doors to toast to what remains and what lies ahead. It is through this lens that the new ad celebrates a winery that, for 200 years, has represented a Sicily faithful to tradition but with an eye on the future.



Corvo's story is one of authenticity, beginning in 1824 when Prince Giuseppe Alliata of Villafranca, driven by passion, vinified grapes from his vineyards in the Corvo Valley of Casteldaccia, near Palermo, at his residence in Bagheria.

This gave birth to **Corvo Bianco** and **Corvo Rosso**, two wines that were ahead of their time and marked the start of Sicilian wine entrepreneurship, soon reaching beyond regional borders, first across Italy and then into international markets.



Roberto Magnisi, Director of Corvo Wineries

“To say Corvo is to say Sicily,” emphasized **Roberto Magnisi, Director of Corvo Wineries**. *“Our wines have dared and reinvented themselves for 200 years, while staying true to tradition. They are the centerpiece of Italian tables, part of everyday life, Sunday lunches, and the emblem of togetherness.”*

On **September 28th, 2024**, Corvo celebrated this significant anniversary in grand style. The historic Piazza Matrice, at the foot of the ancient Corvo Tower, became the stage for an unforgettable evening that combined tradition with innovation. Among the key events, a spectacular **video mapping** retraced the winery's history, while artistic installations transformed the surrounding space into a unique setting where guests could taste **Corvo** wines and savor the best of Sicilian street food.

Today, Corvo represents a revolution that, in every aspect, pays homage to the land of Sicily and its desire for change without losing its deepest identity.

Visit the new website and discover the world of **Corvo**: www.vinicorvo.it