

Querciabella

OCTOBER 22, 2012

Querciabella and Stella McCartney Team Up for the Book Launch of *Lunedì Senza Carne*

What better pairing than cruelty-free wines and 300 vegetarian recipes to save the planet?

On October 18th at the Stella McCartney boutique in Milan, acclaimed Tuscan winery Querciabella hosted a vegan biodynamic wine tasting during the launch party for *Lunedì Senza Carne*, the Italian translation of Paul, Stella and Mary McCartney's popular *Meat Free Monday* cook book. The book offers a wide range of delicious recipes for home chefs interested in doing something good for the environment (and their health) by giving up meat at least once a week.

This media event further consolidated an exciting partnership between Querciabella and Stella McCartney, which in the past year has given rise to a series of exclusive events in Rome, Milan and New York, all featuring Querciabella's award-winning wines.

In addition to common values, Querciabella and Stella McCartney embrace a pioneering vision that has helped drive revolutionary change within their respective industries, proving that luxury products can in fact be ethical too. Querciabella's own regard for the planet is exemplified by its proprietary farming regime known as *cruelty-free biodynamics*, which bans animal-derived products from the vineyard and the cellar.

During last week's *Lunedì Senza Carne* (Luxury Books) cook book launch, members of the winery team offered over 200 guests guided tastings of Mongrana 2009, a blend of Sangiovese, Merlot and Cabernet Sauvignon from Querciabella's vineyards in Maremma.

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Querciabella would like to thank Riedel Crystal (www.riedel.com) for kindly providing the wine glasses used during this event.

ABOUT QUERCIABELLA

Founded in 1974, Querciabella enjoys the acclaim of the world's most discriminating critics and consumers for wines such as Camartina, Batàr, Palafreno and Querciabella Chianti Classico. In its uncompromising pursuit of quality, sustainability and authenticity, Querciabella has continually honed its approach to biodynamic viticulture for over a decade. With vineyards located throughout Tuscany's Chianti Classico and Maremma areas, Querciabella exemplifies the mindful preservation of tradition through forward-thinking, albeit completely natural, winemaking. For the latest winery news and updates, join Querciabella on **Twitter** and **Facebook**.