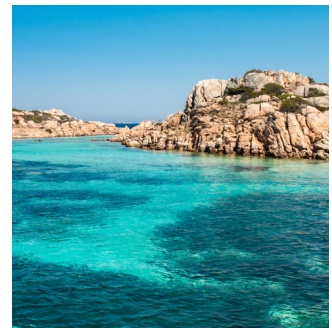# "LIVE BETTER, LONGER!"

By Christina Comito, *PR and Brand Strategy at Banville Wine Merchants*

PALA CENTOSERE CANNONAU

Live better, longer. A phrase that certainly strikes a chord this time of year. The New Year poses a new chapter for many to write and where better to begin than with the idea of optimizing one's health and wellness, all while enjoying a glass of wine! While the fountain of youth has yet to be discovered, in 2004 National Geographic and a team led by Dan Buettner sought to identify the defining factors that lead to high concentrations of people living beyond 100 years old. Buettner identified five regions across the globe where lifestyles varied greatly but overlapped in key areas that he credits for the notable longevity experienced by inhabitants.

The Island of Sardegna, with its sun-drenched days, isolated shores and agricultural richness is one of these storied places with more centenarians per capita than anywhere else in the world. The key to a long life on the island of Sardegna is a simple recipe: **Community, Culture and Cannonau**! Due to its geographic isolation, the island's inhabitants show strong genetic similarities and have remained 'undiluted' for hundreds of years. In addition, their culture is steeped in tradition from the way food is caught, gathered and harvested all the way through to the way it is consumed (legume heavy, meat light and wine rich!).

PALA CANNONAU DI SARDEGNA RISERVA

The **Cannonau** grape is a center spoke on the Sardo Diet Wheel and continues to show scientific evidence of its health benefits. Due to the +320 days of sun per year, the Cannonau grape has adapted to its environment and has developed an extremely thick skin. It is in the grape skins, that high levels of Resveratrol and other antioxidants form, making the Cannonau grape a welcomed addition to a balanced diet. So, if the New Year has you feeling like you're off to a rocky start – why not think like a Sardo … **AND drink like a Sardo**!

CLICK TO LEARN MORE ABOUT OUR SARDINIAN PRODUCER: PALA!

BANVILLE WINE MERCHANTS