

One Sunday morning, *Giufà*'s mother decided to go to church and since her son was not ready, she said "I'm going ahead, you come when you're ready, but don't be too late and, make sure you pull the door when you leave!" *Giufà* looked at his mother curiously and asked "Ma 'what do I need to do?"

"You need to pull the door" shouted his mother who was already leaving. *Giufà* was more and more bewildered but replied "Okay Ma".

As soon as he was ready to leave, *Giufà* grabbed a hammer and screwdriver and, not without some difficulty, unhinged the door, put it on his shoulders and set off for church. As he walked down the street, people asked *Giufà* where he was going with the door and he repeated to everyone "to church ... my mum told me to pull the door when I left". And so, followed by a small, bemused crowd he entered the church to the despair of his mother and the laughter of all those gathered.

*Giufà* is a character of Italian folklore and his antics have been retold through verbal storytelling over many centuries. Often the antics of *Giufà* see him recognised as the village fool however the stories usually serve as a moral message, and it is the sincere, genuine nature of *Giufà* to deliver these lessons to us.

In Sicily the expression "*essiri comu a Giufà*" indicates an honest, simple, good natured person who always manages to make you smile. And that is exactly why we have named our skin contact wine *Giufà*.

