



**5 STAR WINES INTERNATIONAL AWARD WINNER WITH 91/100 POINTS
AMARONE DELLA VALPOLICELLA DOC RISERVA “FAMIGLIA PASQUA” 2006.**

- **Numerous initiatives are planned for the Fuori Salone of Vinitaly with the main event on 12 April at the Swinger Boutique**

Verona, 7 April 2016 - Amarone della Valpolicella Doc Riserva “Famiglia Pasqua” 2006 by Pasqua Vigneti e Cantine, historic Veronese producer of high quality wines, obtained a score of 91/100 points by the 5 Star Wines International Award launched by Vinitaly. This is a wine with a great structure and character produced in a limited edition of 1925 numbered bottles to celebrate the 90th year of history of the company occurring in 2015. The 5 Star Wines award of Vinitaly is part of the big news for the 50th edition of Vinitaly and comes from the objective to reward winemakers that invest in continual quality improvement of their products which becomes in time a guarantee for international buyers for the quality of new wines placed on the market.



Veronese excellence meets up for Vinitaly. With the goal of building synergies starting with common values, Pasqua has begun a partnership with Swinger International Group, Veronese company owning casual men's and women's clothing brands Genny and Byblos, that produces and distributed under license from Versace Jeans and Cavalli Class brands. Both groups are ambassadors to the world of the quality and lifestyle that characterises Italian products, directly managing the entire chain, from raw materials to final product.

An event at the Swinger Boutique in Verona kicks off the collaboration, with doors that will open 12 April for an evening (19-22) tasting event for *PassioneSentimento*, the iconic product of Pasqua Vini that reinterprets the technique of *appassimento* typical of Amarone in a contemporary way. Fashion, style and taste combine for an evening marked by the pleasure of being together. *PassioneSentimento* is a modern, smooth wine that pays homage to Verona and reproducing on its label the lovers' graffiti from the house of Juliette.

The collaboration with Swinger International is the high point of the tasting initiatives for *PassioneSentimento* organised by Pasqua for the Fuori Salone of Vinitaly which foresees more moments for conviviality.

There have in fact been five other presentations in the heart of Verona to allow not only the operators but also the public to discover *PassioneSentimento* during the days of the fair.

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Pasqua Vigneti e Cantine is a historic company producing quality Veneto and Italian wines. Through almost 100 years of history, the company has established itself on the international scene with its products, particularly red wines, which are synonymous with great winemaking tradition. Tradition, innovation, quality, research and passion are values passed on generation to generation in the Pasqua family and today are represented by the native wines from the Veneto region and the great Italian classics with DOC, DOCG and IGT denominations distributed in every continent. The Amarone Famiglia Pasqua 2003 received the prestigious 92/100 points recognition from Wine Spectator. In 2015 Wine Enthusiast awarded 93/100 points to the Amarone Famiglia Pasqua 2011 and 90/100 points to the Amarone Cecilia Beretta.