



THE ALLIANCE OF TWO VERONA FAMILIES, ONE UNIQUE TASTE: PASQUA VIGNETI E CANTINE LAUNCHES AT VINITALY THE VALPOLICELLA SUPERIORE 2012 AND THE AMARONE 2010 “MAI DIRE MAI”

Verona, 12 April 2016 – Pasqua Vigneti e Cantine, historic Veronese producer of quality wines presents for the occasion of the 50th edition of Vinitaly, the “MAI DIRE MAI” (NEVER SAY NEVER) line composed of a Valpolicella Superiore 2012 and an Amarone 2010, two strong and extraordinary wines which are fruit of an innovative interpretation of a *terroir* with exceptional characteristics.

“MAI DIRE MAI” was created from the desire of two Verona families to invest in a project of excellence: a wine combining the near century of experience of the Pasqua family and the exceptional characteristics of the *terroir* belonging to the Dal Colle family. The wines will be offered for tasting at Vinitaly in limited samples and available for purchase from October 2016.

Montevegno, the 23 hectare vineyard that gives life to the “MAI DIRE MAI” Valpolicella and Amarone, has characteristics that are virtually perfect for the generation of high quality wines: a hill at 350 meters a.s.l. with exposure on all sides. It faces the Val d’Illasi and the Val di Mezzane with the Lessini range at its back and soil that is basaltic and calcareous in origin to guarantee an optimal mineral content.

The first two harvests are a Valpolicella Superiore 2012 and an Amarone 2010 by origin and denomination but innovative for the winemaking technique and marketing approach.

The line is called “MAI DIRE MAI” to underscore the extraordinary combinations that have given rise to this out of the ordinary wine.

“Our nearly one hundred years of experience have given us sufficient know-how to be able to experiment. With “MAI DIRE MAI” we have worked to obtain a product that is iconic and extraordinary. We believe we can achieve an excellent result from the marketplace, following the brilliant results, also economic, that Veneto wines obtained last year the world over,” underlined Umberto Pasqua, President of Pasqua Vigneti e Cantine.

“We have been looking for a while for a style of that type for our high quality wines. We were looking for elegance and taste uniqueness, the right *terroir* to develop our ideas. With “MAI DIRE MAI” we have finally given substance to the excellence that we have imagined and planned. We believe that the power and complexity of these wines will be widely appreciated throughout the more than 50 markets in which we operate,” added *Riccardo Pasqua*, CEO of Pasqua Vigneti e Cantine.

Amarone 2010 Pasqua MAI DIRE MAI

This is a wine of great concentration, structure, elegance and power. Still young but with great personality. Created from the best indigenous varieties from Valpolicella: Corvina, Corvinone, Rondinella and Oseleta.

It comes from the 2010 harvest – a year that was cool and rainy and considered excellent by critics. The last phase of maturation were characterised by large temperature changes that allowed an optimal accumulation of sugars and anthocyanins and therefore a very good phenolic maturation of the grape. This vintage has given great wines with excellent potential for aging.

Amarone 2010 “Mai Dire Mai” is intense in glass and warm, rich and enveloping in mouth. A wine of great complexity and freshness due to an important acidity. Tannins are firmly present but elegant with a fascinating and persistent finish.

Grapes are harvested by hand, selected with great attention and placed in boxes for *appassimento* for 4 months to reach a more elevated sugar concentration. After pressing the grapes a pre-fermentation cold maceration is carried out. Fermentation occurs in steel tanks at a controlled temperature for 40 days.

Aging takes place in French oak casks (70% barrels of 225 litres and 30% in barrels of 500 litres, all of new wood) for 24 months.

Valpolicella Superiore 2012 Pasqua MAI DIRE MAI

Made with the same grapes as the Amarone 2010 - Corvina, Corvinone, Rondinella and Oseleta. It is a wine of great intensity and full-body that invites discovery and reveals itself slowly. The first sip is austere and then all its power and personality are expressed. A wine that is intense and complex, elegant and ethereal at the same time.

2012 was characterised by a relatively mild winter with low precipitation. The summer season followed with high temperatures accompanied by little rain. The vines therefore had to endure some hydric stress which was survived due to lower temperatures in August and temperature fluctuations that allowed optimal maturation.

Valpolicella Superiore 2012 “Mai dire Mai” is stimulating in glass, warm in mouth. Decisive, very acidic, long and persistent finish with spicy notes.

The grapes are harvested by hand with careful selection. They are soft pressed following fermentation at controlled temperatures. The wine has been aged in French oak casks of 500 litres and barrels of 225 (mostly of new wood or second use) for 18 months.

Technical sheet attached.

For more information:

Press Office - Pasqua Vigneti e Cantine

Tel. (39) 045 8432111

press@pasqua.it www.pasqua.it

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.