



## INFORMATION FOR THE MEDIA



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## PASQUA VINI: INNOVATION AND EXPERIENCE FROM VALPOLICELLA TO THE WORLD

Pasqua Vigneti e Cantine is one of the principal private producers of quality Veneto and Italian wines. Pasqua currently ranks among the top ten Italian wineries with exports exceeding 86% in 2016 and is in the group of the first twenty Italian wineries in terms of turnover if international groups and cooperatives are excluded.

With a history of almost a century, the company has become progressively more established on the international scene and today can be found in 50 markets the world over.

Tradition, innovation, quality, research and passion are the values that have always distinguished the company through generations.

The industrial model combines a strong interest in innovation with the appreciation of the know-how and oenological culture acquired in the lengthy experience of the business and Pasqua family. These components are interpreted with a strong attention to operational efficiency.

In June 2007 the company moved to the modern headquarters of San Felice, in the heart of the vineyards owned in the Valpantena area (northeast of Verona). An area of about 20,000 sq m that contains offices, cellar, aging and tasting rooms, bottling and warehouse designed using the most modern technology in order to respond to high standards of quality.

An internal laboratory utilises advanced technology for the analysis and monitoring of the organoleptic characteristics of the maturing wine.

The heart of the Pasqua production is in red wines, which represent 58% of the total, the vast majority dedicated to fine wines, including Amarone and Ripasso; followed by whites (25%), sparkling (11%) and rosé (3%). The niche for organic products (3%) is growing.

The roots of the company in the Valpolicella have created a strategic mixture favouring the development of wines made from the appassimento technique: Amarone della Valpolicella and PassioneSentimento.



PassioneSentimento red and white are wines obtained from the appassimento method there has been continuously increasing success. It is a line of wines inspired by the myth of Romeo and Juliette in a contemporary style, with the label using, in an iconic way, the graffiti that appear on the wall of the house of Shakespeare's heroine.



Another iconic wine is the “Mai dire Mai” line, which is composed of Valpolicella Superiore and Amarone, two strong and extraordinary wines which are fruit of an innovative interpretation of a terroir with exceptional characteristics in the eastern Valpolicella.

Montevegro, 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, overlooking 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.



From another vineyard, located near the shores of Lake Garda, come the grapes for another project of excellence: 11 Minutes rosé. The new rose’ interpretation by Famiglia Pasqua is a fine blend created from the most noble native varietals like Corvina and Trebbiano di Lugana and varietals like Syrah and Carmenere.

The name 11 Minutes comes from the duration of skin contact, the pressing time: at full load, the grapes are very delicately pressed. In this optimal length of time the must inherits the most noble qualities of the grapes and the slightly rosy shade that characterize this wine.

Pasqua entirely controls Pasqua USA LLC, founded in 2009, with headquarters in New York. This company handles North America, a strategic market with the fastest business growth. For the Pasqua group, in fact, the value of the North American market stands at about 17 million euro in revenue.

Umberto Pasqua along with his sons Riccardo and Alessandro have consolidated all shares. Umberto is President, while Riccardo, 39, is CEO.

Alessandro Pasqua, 34, was appointed Vice President for America. Alessandro is currently in the United States where he took over Marketing and Business Development of PASQUA USA from his brother Riccardo.

## Pasqua Vigneti e Cantine in figures

Consolidated turnover 2017	€ 50 million
Export quota	89.2%
Bottles sold 2017	15 million
Markets covered	53
Investments since 2007 (real estate, plants and machinery)	€27 million

### Main growing markets (value vs 2016)

UK	+14.6%
Germany	+13,1%
China	+132%
Japan	+111%

Pasqua currently manages 300 hectares of vineyards for a total of 100 hectares of land owned and 200 controlled throughout Italy.

## A FAMILY THAT HAS BEEN SYNONYMOUS WITH QUALITY WINES FOR NEARLY A CENTURY

The history of Pasqua Vigneti e Cantine goes back almost a century. It began in 1925 in Verona when the first generation of Pasqua brothers founded a company dedicated to the production of Veneto wines.

In a short time the company would establish itself on the Italian oenological panorama with the first investments in vineyards taking place the 1940's and followed by a bottling plant which was considered innovative for the time.



Pasqua contributed to the exportation of Italian oenological culture first in Europe and then the world.

The 1980's saw the founding of an agricultural company and study centre of excellence: Cecilia Beretta, which today collaborates with the most prestigious Italian universities for research on vine varieties, grafting and vineyards.

In the 2000's a new winery was built in the heart of the San Felice estate vineyards with a huge investment and the intention to strengthen the patrimony for the benefit of future generations.



The winery is a witness to the roots of the Pasqua family in their chosen territory and the company's striving for innovation entirely oriented toward the improvement and perfection of fermenting and aging techniques. In addition, the commitment of the company to an environmentally-friendly business strategy is demonstrated by: minimum energy consumption, structures that naturally regulate temperature, minimizing glass and paper packaging waste such, obtaining all major ISO

quality certifications.

The third generation of the company, which has begun to occupy roles of responsibility, is the generation which has been more greatly assigned the task of creating growth for Pasqua on international markets: from those close by in Northern Europe to those in the Americas and developing countries: the new frontier for further company expansion.

#### **AMARONE: PASQUA-INSPIRED COMBINATION OF TRADITION AND MODERNITY**

The name Amarone, a red wine that is unique in its genre and inexplicably tied to Valpolicella derives from the word "amaro" that distinguishes it from the sweet wine of Recioto with origins in the same territory.

The production technique is substantially the same as Recioto, based on the appassimento of the grapes. The difference lies in the sugar content. In fact, the residual sugar of the Amarone is a maximum of 11 grams for litre. The name Recioto derives from the word in Veneto dialect "recia" meaning "ear" that symbolises the typical form of the upper part of the Corvina grape bunch. This is the part that is most exposed to the sun and with the most sugar that is chosen for making the wine.

Valpolicella has a winemaking tradition with origins dating back to the fifth century B.C. Favouring this since ancient times is the protection afforded by the Lessini Mountains to the North, the proximity to Lake Garda and the southern exposure of the hilly terrain and valleys that has created the unique conditions.

In Roman times the wine Rhaeticum, mentioned by Pliny as being typical of this area, was appreciated by poets like Virgil and Martial and was preferred by Emperor Augustus. The Roman politician, scholar and historian Cassiodorus, in the early fifth century A.D. sought out the Acinatico of Valpolicella, red and white for the dining table of the Ostrogoth king Theodoric.

Pasqua, through the long experience of the family and company, has achieved excellence in the production technique for Amarone and has known how to reinterpret ancient methods in innovative ways for use with wines from outside the denomination area such as PassioneSentimento and Picaie.



This philosophy in the research for excellence applies to the entire collection and to the labels.

The Amarone and wines derived from appassimento by Pasqua come from the grapes of the Valpantena in Valpolicella which receive a treatment that combines the care in hand picking the bunches with modern fermentation techniques and the final transfer to French oak casks.

The current version of the Amarone was created between 1940-1950 following the discovery of a cask of Recioto forgotten in the cellar: it was found to be a very special new wine that then was perfected and labelled. The commercialisation began in the early 1950's and in 1968 official approval of the first specification and DOC recognition were obtained; years in which Pasqua Vini began its gradual expansion outside national boundaries.

## AWARDS: RECOGNITION OF EXCELLENCE

Pasqua wines have received various national and international awards.

***Gambero Rosso, Robert Parker, Decanter, IWC, DoctorWine, Bibenda and Merano Wine Festival*** recognized the quality of Pasqua wines, assigning to labels presented at the last edition of **Vinitaly**, excellent scores and awards. The Amarone Famiglia Pasqua, 2013 vintage, was awarded **Three Glasses** by **Gambero Rosso** and given **91/100 points** by **Robert Parker**, who described it as a **very engaging, powerful, and deeply intense**. This is an internationally award-winning label both by the publications of reference as well as competitions: the 2006 reserve received 94/100 from **Robert Parker** and has been indicated as the best Italian red wine and best Amarone at International Wine Challenge in London last year.

Another Amarone, **Mai Dire Mai 2010**, received excellent scores: **Doctor Wine** awarded 93/100 points and the **Merano Wine Festival** gave it a Gold sticker, naming it an outstanding superior product. **Doctor Wine** awarded 91/100 points to Amarone **Cecilia Beretta Terre di Cariano Riserva 2012**.

**Bibenda** awarded the highest accolade of 5 bunches to two Famiglia Pasqua labels: Amarone **Cecilia Beretta Terre di Cariano Riserva 2012** and Amarone **Villa Borghetti 2014**.

Not only the red wines of Valpolicella, which are at the heart of the production were recognized with awards, but also the **PassioneSentimento bianco**, dedicated to the city of Verona, and the new rosé **11 Minutes**. In Europe, **Decanter** awarded 91/100 points to both.

In 2017 Wine Enthusiast awarded 92/100 points to the Amarone della Valpolicella Doc Riserva 2006 and 90/100 points to the Amarone della Valpolicella DOCG 2012 Famiglia Pasqua. The Amarone della Valpolicella DOCG Famiglia Pasqua 2011 received the prestigious 90/100 points recognition from Wine Spectator.

## **THE VINEYARDS: FROM THE ROOTS OF THE AMARONE AND PASSIMENTO OF VALPOLICELLA CLASSICA TO THE VAL D'ILLASI**

### **SAN FELICE**

The San Felice vineyard was planted in 1993 in the area around the company headquarters to the northeast of Verona in the band of vineyards of the Valpantena.

According to some interesting interpretations, in particular one derived from Greek, the Valpantena is the "valley of all the gods", referring to the household gods of the noble Romans that had colonised the area, attracted to its beauty.

Grape varieties cultivated are Corvina, Rondinella, Croatina, Cabernet Sauvignon and Merlot.

### **MIZZOLE**

Planted in various phases between 1980 and 1990, these are located in the eastern part of the Valpantena, in the area of the same name, crossed by the Fibbio River.

Grape varieties cultivated are Corvina, Rondinella, Oseleta, Cabernet Sauvignon, Merlot.

The valley is made up of numerous mountain formations and by alternating hills and plains which make it very suitable for cultivation of grapes.

This area was considered sacred in ancient times. The vineyard is in fact dominated by a megalith (menhir) dating back to prehistoric times. Usually these monoliths were erected in places considered to have a strong energy suited to elicit feelings related to the rites.

### **MATTARANETTA**

This vineyard was planted in 1998 with Pinot Grigio.

It is located near the San Felice winery halfway between Montorio and San Martino Buon Albergo. It takes its name from an Abbess of the 13th century named Mater Anna.

A short distance away is the Villa Mattarana, dating from 1400. There are frescoes here by the noted painter Paolo Caliari called 'Il Veronese'.

### **POIANO**

This is a vineyard planted in 2003 located near the San Felice winery. The varieties of grapes cultivated are Corvina, Rondinella, Croatina and Corvinone.

## THE WINES: A COMPLETE RANGE OF HIGH QUALITY PRODUCTS

Through its brands, Pasqua is able to furnish a vast selection of high quality products to satisfy different consumer tastes and habits.



The “Mai dire Mai” line is composed of Valpolicella Superiore and Amarone, two strong and extraordinary wines which are fruit of an innovative interpretation of a terroir with exceptional characteristics in the eastern Valpolicella.

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, overlooking 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.



Cecilia Beretta began in the early 1980’s as an agricultural company, land for research and advanced study for high quality Veronese wines.

The name derives from the Villa Beretta, built in the 17th century at Mizzole.

- Amarone della Valpolicella doc Classico Riserva Terre di Cariano
- Soave doc Classico Brognoligo
- Picàie Rosso Veneto igt – appassimento method
- Prosecco Superiore Conegliano Valdobbiadene docg Brut Millesimato
- Prosecco Treviso doc
- Valpolicella Ripasso doc Superiore
- Valpolicella doc Classico Terre di Cariano
- Valpolicella doc Superiore Mizzole



Famiglia Pasqua is the signature of the first generation that sealed the precious bottles which contain all the oenological culture and winemaking tradition of the family and the great wines of the Veneto chosen and interpreted by the third generation of the family.

- Amarone della Valpolicella doc Riserva 2003
- Amarone della Valpolicella doc Riserva 2006
- Amarone della Valpolicella doc
- Prosecco Treviso doc Brut
- Valpolicella Ripasso doc Superiore
- Soave doc
- Valpolicella doc



PassioneSentimento is a line of wines with a taste suitable to a younger and an international public. The Pasqua family dedicated it to one of the legends that has made Verona famous in the world. The signatures of visitors enriching the house of the most famous lovers becomes the protagonist of the label, from a photograph taken by Giò Martorana, Unesco award for photography.

- PassioneSentimento Veneto igt Bianco
- PassioneSentimento Veneto igt Rosso
- Prosecco Treviso doc



The craftsmanship and the indigenous flavours of typical Veronese wines are the stars of the Villa Borghetti collection. A dive into traditional tastes of Veneto oenology with the best grapes from the Villa's vineyards in the heart of Valpolicella Classica.

- Amarone della Valpolicella doc Classico

- Bardolino doc Classico
- Bardolino Chiaretto doc Classico
- Lugana doc
- Valpolicella Ripasso doc Superiore
- Soave doc Classico
- Valpolicella doc Classico



Black Label was created by the family to value and appreciate the Veronese classics, particularly for international markets.

- Amarone della Valpolicella doc
- Morago Veneto igt rosso, from grapes that are slightly passite
- Valpolicella Ripasso doc Superiore

## THE MANAGEMENT: THE THIRD GENERATION JOINS THE BOARD

### **Umberto Pasqua, President**

Member of the second generation of the family. He represents continuity and constancy in the company's growth.

Before becoming President in 2008, he was sales and marketing manager and CEO for the family company. He has also been CEO of the Estate Company Fratelli Pasqua.

Member of the Board of Federvini, of the Board of the Consorzio della Valpolicella and Board of Directors for CentroMarca.

### **Riccardo Pasqua, CEO**

Riccardo, 39, assumed the role of CEO at the end of 2015. Riccardo began his carrier with Pasqua in 2007 and in 2014 was appointed Sales Manager, a role that he will still fulfil today. He was head activities in the United States before being nominated to lead the company.

### **Alessandro Pasqua, Vice-president USA**

Alessandro, 34, is Vice President Americas and he took over Business Development from Riccardo who managed Sales and Marketing for the North American market.

Alessandro previously gained experience with Bain & Company on projects that involved both Italy and Japan.