



## **WITH OVER 40K FOLLOWERS, @PASQUAWINES IS AN INSTAGRAM LEADER AMONG ITALIAN WINERIES**

***Millennials and Generation X make up 57% of the fan base***

**Verona, 16 April 2018 – Pasqua Vigneti e Cantine, for more than 90 years one of the leading private producers of native Veneto and Italian wines, is leader on Instagram among the sector players with 42.7 thousand followers. The Veneto winery has achieved, through social media platforms, a profiled audience consisting mainly of young adults (32% are between 25 and 34 years old, 27% between 35 and 44 years old), who enjoy the Italian lifestyle and the ability of Pasqua wines to combine tradition and innovation.**

The fanbase is found mainly in three markets: The USA, Italy and the UK, consistent with the commercial strategy of the winery that has a special focus on English-speaking countries and in the domestic market. The profile is run in English, in order to reach across the markets in which the wines are available and the platform is accessible.

Editorial content planning and development, art direction and engagement are developed and coordinated internally, assisted by a team of bloggers and photographers and a continuous activity of seeding influencers.

In Europe, the USA and China, partnerships have been favoured with selected micro influencers from the wine world, but also food, lifestyle and travel, since, although they have a more restricted fan base, they have considerable credibility and appeal within their community of reference. The collaboration with influencers aims to give visibility to the brand even in communities other than those that follow the official account of the winery.

"Our profile reflects the personality of the brand," commented CEO Riccardo Pasqua, "and it expresses our love of Valpolicella, Verona and Italy; our mania for perfection; and our continuous pursuit of the newest trends, combining them with our 100-year history. Every day we tell our story, our Italian lifestyle but also our travels around the world.

We have focused on Instagram because the data are clear: with over 800 million monthly active users worldwide, 25 million business profiles, and 14 million users just in Italy in 2017, an increase of over 50% in a year. Instagram is a constantly evolving platform," concluded the CEO "both in the modality of use, offering new features, both in the technical aspects related to the feed and the algorithm that generates it. For this reason, we have a digital team that monitors and takes action on all new opportunities offered by the channel."

Although Instagram is the most monitored channel and that to which is dedicated the most attention, Pasqua is also on Facebook @PasquaitalianWines and Twitter @pasquawinery, which are updated with several times each week with dedicated editorial plans.

Pasqua is present at Vinitaly in Verona (Hall 5, Stand C2).

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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.