



PASQUA VIGNETI E CANTINE SEES GROWTH FOR THE FOURTH CONSECUTIVE YEAR.

TURNOVER IS EXPECTED TO REACH € 55 MILLION.

REVENUES AT + 55% IN FOUR YEARS.

- **The consolidated turnover reached € 54.7 million (+9.5% from 2017) maintaining unchanged the number of bottles produced.**
- **The markets served by the subsidiaries (Pasqua USA and Pasqua Asia) stand out for double digit turnover growth (+16% and +68.5% respectively).**
- **Domestic revenues are up by 11.8%.**
- **There were over thirty scores of more than 90 given to Pasqua wines by Italian and international critics.**

Verona, 4 March 2019 – Pasqua Vigneti e Cantine grew by 55% over four years, with an increase from € 35 to 54.7 million from 2014-2018, while maintaining unchanged the number of bottles produced. The growth was driven in particular by the High Value products which are valued uniformly in the 62 markets where the winemaking company operates and which determined positive performance even in saturated and mature markets. Income results are positive in proportional growth, with an EBITDA confirmed at 10% of revenues (€5.5 million).

The areas that recorded the best performance in 2018 are: USA (+16%), Asia (+68.5%), Germany (+14%), Denmark (+13.6%), Belgium (+16.7%), The Netherlands (+54%), Italy (+11.8%).

The double-digit growth recorded by Pasqua in many markets is significant compared with the performance of Italian wines in the same markets which is growing, but more slowly. The situation in November 2018 saw the import of Italian wines in the U.S. grow by 1.9% and in Germany by 2.8¹.

The geographic areas served by the two subsidiaries, Pasqua USA and Pasqua Asia, recorded the best results, confirming the importance of the proximity to the market, which is one of the key points in the commercial strategy of the company. The case of the Chinese market is particularly interesting, where 772 million people have access to the web: a recent analysis by WineMonitor Nomisma analysing the presence of Italian wine on the portal JD.com, the largest Chinese e-commerce platform for turnover, for the Amarone sector the first top references in terms of price are all Pasqua brands (Amarone Famiglia Pasqua 2013; Amarone Famiglia Pasqua 2003; Amarone Mai Dire Mai 2010).

"We are investing in quality," commented President **Umberto Pasqua**, "in terms of vineyards and technology as well as human resources. We have strengthened the team working in Verona but have also hired new resources in Asia and the USA. We believe that being present in a market with our own resources is more sensitive to the needs of our partners and our customers, enabling us to listen and incorporate their demands with great flexibility."

¹ The Global Wine Market - WineMonitor Nomisma – January 2018

¹ The online market in China

"We believe that our commitment," concluded CEO **Riccardo Pasqua**, "in the pursuit of excellence that does not end with the vision but translates into ideas and then into concrete plans, is recognized and appreciated. We develop projects, such as the one presented today for natural wine, that are highly innovative and combine perfectly with our near century-long history of wine production. Indeed, as evidenced by our new natural wine, sometimes innovation takes us right back to the basics and to the simplification of processes."

Pasqua is present at the ProWein trade fair in Düsseldorf (Hall16, Stand J01) and at Vinitaly in Verona (Hall 5, stand C2).

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