



“BRASA COÈRTA” PASQUA VIGNETI E CANTINE MOVE TOWARDS NATURAL A pilot project with Diego Rossi and Lorenzo Corino

Milan, 4 March 2019 – It is called "**Brasa Coèrta**" and it is the beginning of a journey towards the production of a natural wine by Pasqua Vigneti e Cantine, for over ninety years among the major producers of indigenous Veneto and Italian wines. **Riccardo Pasqua, Pasqua Vigneti e Cantine CEO** says, "*We are convinced that we can produce, distribute, consume sustainably. We don't want the ethical commitment to stop at just words. Brasa Coèrta is a pilot project for a vineyard of 1.2 hectares, started over a year ago, highlighting the desire to give answers to consumers who are increasingly ethical and attentive to sustainable lifestyles and attitudes; a virtuous idea, which aims to protect the vineyard as part of territorial heritage, and which has been consolidated through the encounter with **Diego Rossi**, chef and owner of the restaurant Trippa in Milan, always passionate about natural wines, and **Lorenzo Corino**, agronomist and one of the leading experts on the subject in Italy and Europe.*"

Diego Rossi is a protagonist along with Giorgia Fincato, artist, and Lidia Caricasole, dancer, of the project "Talent Never Tasted Better" that values talented Veronese who have had the courage to follow their dreams, firmly establishing themselves in their respective fields in Italy and in the world. He is creating, along with Pasqua, his dream of a natural wine that reflects its origins and his sustainable vision.

The result is a sustainable wine project that speaks with the voice of a territory. The name itself, "Brasa Coèrta" is borrowed from a popular saying that refers to a seemingly peaceful person that hides much more than what is shown. The *brasa* is the ember that keeps burning under the ashes and can re-ignite the fire. This wine is exactly like that, for its finesse and elegance that also reveal great complexity and interesting potential for longevity.

For **Diego Rossi**, Brasa Coèrta represents, "*the project for a wine that encompasses the thinking behind my dishes. Processes need to be streamlined and respect the product; if you work it less, it remains more intact, more whole and more true.*"

Brasa Coèrta comes from a vineyard chosen for its particularly suitable characteristics. In the management of the vineyard, Pasqua has benefitted from the collaboration with Lorenzo Corino, who implemented production processes attentive to environmental health aspects, conservation of biodiversity and longevity of the vineyard. Planted in 1985, the vineyard is characterized by a clayey-calcareous soil of alluvial origin. The varieties of grapes grown are Corvina, Corvinone, Rondinella, Cabernet Sauvignon and Merlot.

The grapes are harvested by hand with careful selection, then remain in boxes for about ten days before being crushed. After crushing, the grapes are placed in wooden vats where natural yeasts produce alcoholic fermentation. After this step, the wine is contained in second or third-use French oak tonneaux for about 6 months, where malolactic fermentation takes place. Then it is placed in steel tanks for further refinement.

Lorenzo Corino says, "*I saw in Pasqua the foresight of a large company that is leading the way, engaging in a concrete manner in a project aimed at sustainability in viticulture and the wholesomeness of wine.*"

The term "natural wine" does not have a legal definition. For this reason, Pasqua works with a long-term commitment on its activities, from the vineyard to the cellar, including ethical and environmental aspects.

It follows that Brasa Coèrta is an artisan wine, in the noblest sense of the term, because man is the master of its creation due to a more informed management of the vineyard. The production does not exceed 1800 bottles per year.

And the research conducted by **Wine Monitor Nomisma: "Natural wine and green lifestyles"** presented today **confirms the intuition of Pasqua** and provides more food for thought on a phenomenon, niche yes, but with a significant growth trend on which the debate is open and lively.

The research highlights a strong interest by Italians on the topic of sustainability. **20% of Italians** perceive the **preservation of the ecosystem** as one of the issues of most concern to society. The conservation of the environment and of the landscape are considered key to providing a future for coming generations, as well as fundamental for protecting our country's regional foods and ensuring food security.

This aspect was confirmed by the **essential characteristics** for the foods/beverages that end up in our pantry. In addition to the certainty of the actual 100% Italian origin of the products purchased (fundamental for 26% of Italians), it confirms **the focus on organic properties (sustainability, short supply chain, km 0), essential characteristic for the final choice of purchase for 22% of consumers**. In this context, therefore, natural wine meets the demands of tradition, origin and sustainability sought by Italian consumers.

For more information:

Press Office - Pasqua Vigneti e Cantine

Tel. 045 8432111

press@pasqua.it www.pasqua.it

¹ *Wine Monitor Nomisma, using the CAWI method (Computer Assisted Web Interviewing), distributed a questionnaire, mainly with closed-ended questions, to a representative sample of 1,000 Italian wine consumers between 18 and 73 years old.*

"NATURAL WINE AND GREEN LIFESTYLES"

Research abstract – 4 March 2019

ITALIANS AND NATURAL WINE

Respondents on the issues that generate the most concern, just under the fear of losing one's job (32%), rank second and third the preservation of the ecosystem (20%) and health (12%).

As for natural wine, only 12% of the sample claims to know exactly what it is, while 50% have already heard of natural wine but don't know what its characteristics are and 21% have never heard of it but declare to be intrigued by this concept. Altogether, therefore, 71% of consumers would like to have more information, confirming the interest in natural wine.

What terms are associated with the idea of natural wine? Primarily **craftsmanship**, but also **health, quality, authenticity, sustainability, simplicity, goodness**. All attributes that attest how the production method, the health benefits, the organoleptic characteristics and the absence of artificial elements help define the perception of a strongly organic oriented product.

Deriving from this is **the desire of respondents (89%) to receive guarantees about the origin of the wine (perhaps through a designated certification body)** and the awareness that, when speaking of natural wine, it refers to **a product of greater value (87%), which invites further purchasing (85%)**.

It is precisely these features that push respondents to think that, **compared to a "conventional" wine, natural wine presents greater difficulty for production (79%); greater health benefits (69%); it is more environmentally friendly (66%) but also better (61% imagine better organoleptic qualities than conventional wine)**.

Do these aspects entice the consumer to **purchase natural wine**? The answer is absolutely positive for 57% of consumers, to which is added 31% unsure which, to be convinced, would like to taste it or learn more about it.

THE CONSUMER INTERESTED IN NATURAL WINE

From a socio-demographic perspective, the potential interest increases among Millennials (18-38 years old), who have a **higher education degree** and a **high average income and among women**. The character of the potential consumer is **adventurous**, attracted by the experimentation and creative experiences, **open and curious, ready to challenge clichés** to promote change.

Even his **lifestyle** appears attentive and strongly **ethical: he adopts eco-sustainable behaviours** (from recycling to buying organic food), when it comes to food he promotes the **rediscovery of the genuine and authentic flavors** of the past, **buys fruits and vegetables in season**, prefers **artisan products** to industrial ones (even if it means paying more), does not support companies that are not attentive to the environment or not respectful of their employees.

A citizen of the world, he supports green practices and slow food, and he finds these values in the characteristics of organic viticulture. This, in short, is the identikit of the consumer of natural wine, a target ready to leave the niche market and establish itself as a major player in future, not only of food, but of the entire global economy.

ORGANIC VITICULTURE

Since it is impossible to conduct a survey of natural vineyards, the latest data processed by FIBL relating to organic viticulture was examined that highlights how, globally, from 2009 to 2017, overall organic vineyard area has increased by +112% (in Europe +103%), testifying how a 'back to basics' management of land and vines responds coherently to an ever-greater sensitivity on the part of the consumer to green topics.

Also in Italy, the trend is increasing: from 42,735 hectares in 2009 to 103,207 in 2017, with a +142% increase in areas destined for vines for organic wine in our country.

Sicily and Puglia, representing 35% and 14% respectively of the entire area for vineyards for Italian organic wine, **are the most suitable regions** for this type of production, thanks to the favourable climatic conditions for development. Following are Tuscany (13%), Veneto (5%) and Marche (5%). **Lombardy** marks the highest growth in number of organic hectares in the period from 2012-2017 (+289.7% compared to the national average of +84.3%). During the same period **Veneto** registered a +100% increase.

And the productivity boost is justified by the growing appreciation of the consumer for organic wine. Data from the Osservatorio Bio Nomisma tell us that the consumer base for organic wine has increased from 2% in 2013 to 41% in 2018.

CONSUMER HABITS

The close link between the presence of vineyards and the beauty of the landscape is indisputable. 70% of Italian consumers in fact thought that these contribute to visually improve wine-producing areas. For consumers, attention to the origin is central: **in fact, for 68% of consumers it is important that the wine purchased comes from a territory strongly suited to production and 63%, before tasting it, always ask how and by whom it was made.** For two out of three consumers wine is also something ancestral, an ancient product worthy of respect and protection. This "respect for tradition" is reflected in the 63% of consumers who declare themselves unwilling to try special formats (cans...) or overly "curious" wines (blue, glittery...).

The **criteria** that guide consumers in choosing a wine can be traced back for 75% to rational criteria relating to the characteristics of the product and for 25% to the **emotional criteria** linked to the perception and the values transmitted by the product and its history. Among the first, **denomination of origin stands out (indicated by 27% of consumers as prime factor of choice), grape variety (20%) and origin/region of origin (18%),** followed by price (7%) and having an organic label (3%). For emotional criteria, **instead emerge recommendations and word of mouth (13%), the values of the brand (10%) and the opinions of guides/websites (2%).**

For more information:

Ufficio Stampa - Pasqua Vigneti e Cantine

Tel. 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.

¹ Source: Wine Monitor Nomisma on FIBL data 2019

