



BEYOND THE WINE: THE IMMERSIVE EXPERIENCE CREATED BY PASQUA VINI FOR MILAN WINE WEEK

Every wine story begins with the bunch of grapes. And our story begins with the grapes...

Milan, 7 October 2019 – Again this year Pasqua Vini is a Founding Supporter of Milan Wine Week, the Milanese wine festival with the objective of spreading wine culture in an innovative way, dedicated to professionals and the public. The week opens with an event co-sponsored by Pasqua Vini and Milan Wine Week, where guests can enjoy an immersive experience that begins with the grapes and leads to tasting the winery's most iconic wines.

"Milan Wine Week is an opportunity to show our innovative vision in the world of wine and its story," commented *CEO Riccardo Pasqua*. "We believe that the starting point is both quality and research, from which our wines with great personality are created. Wine is inherently an emotional experience. That is why we create installations use emotions to suggest the values that our wines interpret."

During the Milanese week, the Veronese winery will present its great reds and whites coming from splendid cru, a selection of the most awarded labels by Italian and foreign critics.

The Milan event inaugurates a succession of more than 300 events with "Beyond the Wine" on Monday, 7 October, in the beautiful courtyard of Palazzo Bovara: an immersive experience, by invitation, accompanied by tasting the most representative wines from the winery. During the evening the menu is signed by chef Chicco Cerea of Da Vittorio restaurant.

Pasqua Vini is also present on Sunday, 6 and Monday, 7 October at the eighth edition of Bottiglie Aperte, the event dedicated to trade operators, to be held also this year at Superstudio Più in Via Tortona 27, Milan.

Tuesday, 8 October, CEO Riccardo Pasqua is among the speakers at the Milan Wine Business Forum organized by Federico Gordini, which will feature working groups involving experts in the fields of wine, finance, journalism and whose comments will be presented in the afternoon to the Minister of Agriculture Bellanova.

Wines from the winery will also be tasted during the Vendemmia, at the Falconeri boutique, by invitation on Thursday, 10 October from 19:30 to 21:30. The Vendemmia is an event organized by Montenapoleone District and combines the most important wineries of Italy with fashion and luxury, and now in its tenth edition.

The week will conclude with a tasting of the latest vintages from the winery inside The Wine Hunter, preview of Merano Wine Festival in Milan inside Palazzo Bovara.

For more information:

Press Office - 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.