



PROSECCO FAMIGLIA PASQUA ROMEO & JULIET AMBASSADOR FOR VERONA NOW IN NEW YORK

Verona, 28 July 2016 - The nearly century-long winemaking story of the Famiglia Pasqua, with its vineyards and tradition deeply rooted in the Verona area and a presence in more than fifty markets worldwide combines with the Italian culinary tradition of Giovanni Rana, Veronese and European leader in fresh pasta industry, now in New York as well where Prosecco Famiglia Pasqua Romeo & Juliet is now available.

Pasqua wines can also be tasted in New York at the three restaurants of the *brasserie* chain The Smith Restaurant, at the prestigious restaurant The Mark located in the elegant Upper East Side, at the restaurant Vitae of chef Edwin Bellando in the Mid Town area and others. The wines can also be tasted and purchased at stores of the large American supermarket chain, Fresh Direct, or in fine wine stores like NYC Wine & Spirits, International Wine and Spirits, and Columbus Circle Liquors on Broadway as well as other well-known locations.

Verona is the star of this meeting as is well-represented also by the label of the Prosecco Romeo & Juliet which evokes the story of the two young lovers set by Shakespeare in Verona. The label captures in a photographic shot some of the many messages that narrate the love stories that lovers from all over the world place on the wall inside the courtyard of the house of Juliet.

This elegant and vivacious Spumante is the product of the "Glera" varietal, which is native to the Treviso area where the terroir gives the product unique characteristics which are also enhanced by the climate. It is a white wine, fruity to the nose and rather intense, fresh and balanced on the palate. Foodies and wine lovers find it perfect for an aperitif or paired with delicate plates like fish or white meat.

"We are very happy that it is possible to taste our Prosecco Romeo & Juliet even in Giovanni Rana's restaurant," commented Riccardo Pasqua, CEO Pasqua Spa. "This wine is a tribute to the city of Verona so there couldn't be a better place to drink it. It's an extraordinary occasion for an all-around Italian lifestyle experience, particularly *Veronese* lifestyle."

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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. At the International Wine Challenge 2016, the Amarone della Valpolicella Famiglia Pasqua 2006 was awarded the gold medal as Best Amarone and Best Italian Red Wine. Decanter awarded the 2016 bronze medal to the Amarone Cecilia Beretta 2010. The Amarone Famiglia Pasqua 2003 received the prestigious 92/100 points recognition from Wine Spectator. In 2015 Wine Enthusiast awarded 93/100 points to the Amarone Famiglia Pasqua 2011 and 90/100 points to the Amarone Cecilia Beretta.