



## INFORMATION FOR THE MEDIA



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## **PASQUA VIGNETI E CANTINE: INNOVATION AND EXPERIENCE FROM VALPOLICELLA TO THE WORLD**

Pasqua Vigneti e Cantine is among the leading private producers of quality Veneto and Italian wines. With a 95-year history that combines tradition and innovation, quality and research, today the company is not only an established reality in the wine scene, but also internationally, with a widespread presence in 60 markets around the world. Again in 2019, Pasqua was among the top Italian brands with an export of more than 88% and among the first in Italy by turnover, excluding international groups and cooperatives.

The company's headquarters is located in San Felice, in the heart of the vineyards owned (in the Valpantena area, northeast of Verona) and occupies an area of about 20 thousand square meters with a futuristic structure, designed according to the highest quality and technological standards, which houses offices, wine cellar, aging rooms and tasting room, bottling and warehouse. An internal laboratory utilises advanced technology for analysing and monitoring the evolution of the organoleptic characteristics of the maturing wine.

The industrial model, based on operational efficiency, combines a strong interest in innovation with the appreciation of the know-how and oenological culture acquired in the long experience of the business and the Pasqua family. The heart of the production is in red wines, which represent 47.8% of the total, the vast majority dedicated to fine wines, including Amarone della Valpolicella and Valpolicella Ripasso; followed by whites (28.8%), sparkling (19.6%) and rosé (3.9%). The organic niche makes up 3.2%. The company's deep roots in the terroir has meant that, over the years, production has been more focused on wines made from the appassimento technique.

A careful and at the same time innovative interpretation of the potential of the territory is the basis of one of the most characteristic labels of Pasqua Vigneti e Cantine, "Mai dire Mai", which includes two powerful and iconic wines like the Valpolicella Superiore and the Amarone. Montevoglio, the 23 hectare vineyard that gives life to the Valpolicella and Amarone of "Mai dire Mai", has characteristics that are virtually perfect for the generation of high-quality wines: a hill at 350 meters a.s.l. with exposure on all sides. It faces both the Val d'Ilasi and the Val di Mezzane with the Lessini range at its back and soil that is basaltic and calcareous in origin to guarantee an optimal mineral content.

PassioneSentimento is the line of wines (red and white) obtained by the appassimento method and whose label graphics pay homage to the most famous couple of Verona: Romeo and Juliet. The label was created as a contemporary reworking of the graffiti found on the wall of the house of the Shakespearean heroine.

11 minutes: the duration of the skin contact, the pressing time, necessary so that the must (obtained when at full load the grapes are pressed in a more delicate way) inherits the most noble parts and slightly rosy shades. 11 Minutes, the new rosé interpretation by Famiglia Pasqua is a fine blend created from the most noble native varietals like Corvina and Trebbiano di Lugana and varietals like Syrah and Carmenère. The vineyard of origin is located near the shores of Lake Garda.

Through Pasqua USA LLC, founded in 2009 with headquarters in New York, Pasqua Vigneti e Cantine serves one of the most strategic markets for the company, North America, with a value in 2019 of more than 20 million euro in turnover.

In 2017, Pasqua acquired its Chinese importer, founding Pasqua Asia Ltd that, again in 2019, maintained positive growth with an increase of +26.5%. Based in Dalian, Pasqua Asia currently has 10 employees with a very strong online focus.

Umberto Pasqua along with his sons Riccardo and Alessandro have consolidated all shares. Umberto is President, Riccardo, 41, is Chief Executive Officer, Alessandro, 36, is President for North America. Alessandro is currently in the United States where he took over Marketing and Business Development of PASQUA USA.

### **Pasqua Vigneti e Cantine in figures**

|   |   |
|---|---|
| Consolidated turnover 2019                                    | € 60.2 million                                    |
| Export quota  | 89.5%   |
| Bottles sold 2019   | 15.5 million                                      |
| Markets covered   | 65  |
| Investments since 2007<br>(real estate, plants and machinery) | € 6.9 million (+€ 20 million winery in 2005/2006) |

#### Major growing markets (value vs 2018)

|                 |        |
|-----------------|--------|
| Pasqua USA      | +8.1%  |
| Pasqua Asia     | +26.5% |
| Germany         | +3.3%  |
| Denmark         | +41.2% |
| Belgium         | +16.4% |
| The Netherlands | +4.1%  |
| Italy           | +1.44% |

Pasqua currently manages 322 hectares of vineyards for a total of 122 hectares of land owned and 200 controlled throughout Italy.

### **A FAMILY THAT HAS BEEN SYNONYMOUS WITH QUALITY WINES FOR NEARLY A CENTURY**

The story of Pasqua Vigneti e Cantine began in 1925 in Verona when the first generation of the Pasqua brothers founded a company dedicated to the production of Veneto wines. In a short time, the winery would firmly establish itself on the Italian wine scene with the first investments in vineyards taking place in the forties, followed by a bottling plant which was considered highly innovative for the time. In this way, Pasqua contributed to the exportation of Italian wine culture, first in Europe and then in the world.

The eighties saw the acquisition of an agricultural company and study centre of excellence: Cecilia Beretta, a reality that today collaborates with the most prestigious Italian universities in the research on vine varieties, grafting and vineyards.

The new millennium for Pasqua Vigneti e Cantine began with the construction of an innovative structure in the heart of the San Felice vineyards, the result of a huge investment with the intention of giving future generations a unique heritage of savoir faire.

The winery testifies to the roots of the Pasqua family in their chosen territory and the company's striving for innovation, continually oriented towards the improvement and perfection of cultivation and aging techniques. Moreover, the company is committed to developing an environmentally-friendly business strategy: minimum energy consumption, structures that naturally regulate temperature, minimizing glass and paper packaging waste, obtaining all major ISO quality certifications.

The third generation of the company, which today holds roles of responsibility, has the greatest opportunity to create growth for Pasqua on the international markets: from those close by in Northern Europe to those in the Americas and developing countries, the new frontier for further company expansion.

## **AMARONE: INSPIRATION BETWEEN TRADITION AND MODERNITY**

Valpolicella has a winemaking tradition with origins dating back to the fifth century B.C. Favouring this since ancient times is the protection afforded by the Lessini Mountains to the North, the proximity to Lake Garda and the southern exposure of the hilly terrain and valleys that has created the unique conditions.

In Roman times the vinum Rhaeticum, mentioned by Pliny as being typical of this area and appreciated by poets like Virgil and Martial, was the favourite of Emperor Augustus. The Roman politician, scholar and historian Cassiodoro, in the early years of the 5th century A.D. sought out the Acinatico of Valpolicella, red and white, for the dining table of the Ostrogoth king Theodoric.

The term Amarone, a unique red wine of its kind and inextricably tied to Valpolicella territory, derives from the word "amaro" or bitter - that distinguishes it from the sweet Recioto wine with origins in the same area (and whose name comes from the Venetian dialect "recia" or ear, which represents the typical shape of the upper part of the Corvina grape bunch, the part most exposed to the sun and with the most sugar that is chosen for making the wine).

The production technique of the two wines is substantially the same, based on the appassimento of the grapes. The difference lies in the sugar content. The residual sugar of the Amarone is a maximum of 11 grams per litre.

The current version of the Amarone was created around 1940-1950 following the discovery of a barrel of Recioto forgotten in the cellar: it was found to be a new wine, very special, whose characteristics were studied and perfected, then labelled. The commercialisation began in the early 1950s and in 1968 official approvals of the first specification and DOC recognition were obtained; in those years Pasqua winery began its gradual expansion outside the national boundaries.

Pasqua Vigneti e Cantine, through the long experience acquired by the family and the company, has achieved excellence in the Amarone production technique, reinterpreting ancient methods in a modern way for use with wines from outside the denomination area, such as PassioneSentimento and Picaie. Amarone and wines deriving from the appassimento method come from the grapes of Valpantena in Valpolicella which receive a treatment that combines the care in hand picking the bunches with modern fermentation techniques followed by the final transfer to French oak barrels.

## **THE AWARDS: A RECOGNITION OF EXCELLENCE**

The best national and foreign wine guides recognize Pasqua Vigneti e Cantine for the capacity for innovation and research from the vineyard to the winery and the development of typical grape varieties and the area.

It is, in particular, the austerity and the innovative style of Amarone Mai Dire Mai that has won awards and recognition: the 2012 vintage was awarded by the 2020 edition of the Guida Vini d'Italia by Gambero Rosso with the prestigious Tre Bicchieri award and 95 points from DoctorWine, 93 from Luca Maroni and Cinque Grappoli from Bibenda. In 2019, the 2011 vintage received Tre Bicchieri from Gambero Rosso, 95 points from DoctorWine, 94 points from Robert Parker, 93 points from James Suckling, 92 points from Wine Enthusiast and the Grand Gold medal at the Concours Mondial de Bruxelles 2019.

Winning multiple awards was also Amarone Famiglia Pasqua Reserve 2010 with 95 points last year from Robert Parker and Luca Maroni, in addition to the 94 points awarded by DoctorWine and Guida Veronelli. 92 points were given by Wine Enthusiast and International Wine Challenge, one of the most important competitions in the wine world. Amarone Famiglia Pasqua 2015 was awarded 92 points by DoctorWine2019 and Robert Parker, as well as Cinque Grappoli by Bibenda. Wine Spectator awarded 90 points to Amarone Famiglia Pasqua 2013.

The prizes awarded to the icons of the Pasqua collection must also be noted: just one year after its debut, Hey French You Could Have Made This But You Didn't Bianco Veneto IGT immediately received 92 points from James Suckling, 2 Bicchieri from the Guida Vini d'Italia 2020 by Gambero Rosso and 90 points by Luca Maroni.

11 Minutes 2018 was awarded 92 points by Luca Maroni and the gold medal at the Concours Mondial de Bruxelles 2019.

PassioneSentimento Bianco Veneto 2018 received 91 points from James Suckling, 93 points in the 2020 edition of the guide by Luca Maroni, the gold medal at the Concours Mondial de Bruxelles 2019.

Many awards have also been accredited to Cecilia Beretta, the Famiglia Pasqua farm created in the 1980s, which has undergone a stylistic renewal also with the collaboration of oenologist Graziana Grassini, one of the first women winemakers in our country and protege of Giacomo Tachis. The Amarone Cecilia Beretta Terre of Cariano Reserve 2013 received 93 points from Robert Parker, Cinque Grappoli from Bibenda in 2019, 93 points from both Luca Maroni and Doctor Wine and the 4 Golden Stars and the Corona from the public in the Vinibuoni d'Italia guide by the Touring Club Italiano. In 2020, Luca Maroni awarded 94 points to the Amarone Cecilia Beretta 2015 and to the Picaie 2012, and in 2019, 93 points to the Soave Brognoligo 2018.

## **THE VINEYARDS: THE ROOTS OF AMARONE AND PASSIMENTO, FROM VALPOLICELLA CLASSICA TO THE VAL D'ILLASI**

### **NATURAL VINEYARD**

Planted in 1985, it is located in the area of the Valpantena vineyards, at San Roccolo di Montorio. In its clayey-calcareous soil of alluvial origin, Corvina, Rondinella, Croatina, Cabernet Sauvignon and Merlot varieties are grown. It extends for 2500 square meters, naturally cultivated since 2018, with a density of 5000 vines per hectare, an altitude of 230 meters and an eastern exposure.

### **MIZZOLE**

Planted in various phases between 1980 and 1990, it is located in the eastern part of Valpantena, in the area of same name, crossed by the Fibbio river.

Grape varieties cultivated are Corvina, Rondinella, Oseleta, Cabernet Sauvignon, Merlot.

The valley is made up of numerous mountain formations and an alternation of hills and plains that make it very suitable for the cultivation of vines.

### **SAN FELICE**

The San Felice vineyard was planted in 1993 in the area around the company headquarters, northeast of Verona within the Valpantena vineyard area.

According to some picturesque interpretations, in particular one of Greek derivation, Valpantena would be the 'valley of all the gods', referring to the household gods of the noble Romans who had colonised the area, attracted by its beauty.

The grape varieties cultivated are Corvina, Rondinella, Croatina, Cabernet Sauvignon and Merlot.

### **POIANO**

This vineyard, planted in 2003, is located near the San Felice winery. The grape varieties cultivated are Corvina, Rondinella, Croatina and Corvinone.

### **MONTEVEGRO**

With its 23 hectare vineyard, Montevegro gives life to the Valpolicella and Amarone "Mai dire Mai": a hill at 350 meters a.s.l. with exposure on all sides, overlooking the Val d'Illasi and the Val di Mezzane with the Lessini range at its back and soil that is basaltic and calcareous in origin to guarantee an optimal mineral content. The grape varieties cultivated are Corvina, Corvinone, Rondinella and Oseleta.

### **MONTE CALVARINA**

Located in the easternmost part of the Soave area, this vineyard of four and a half hectares that at the highest point reaches 600 meters a.s.l. with southwest exposure and guyot (5,000 vines per hectare) and pergola (3,500 vines per hectare) cultivation. Its eruptive basaltic soil of volcanic origin offers the best conditions to ensure the mineral content that distinguishes high-quality white wines. Garganega, Pinot Bianco and Sauvignon are grown in the various plots.

## **THE WINES: A COMPLETE RANGE OF HIGH QUALITY PRODUCTS**

Through its various labels, Pasqua offers a wide selection of high quality products to satisfy different consumer tastes and habits.

### **MAI DIRE MAI**

The “Mai dire Mai” line is composed of Valpolicella Superiore and Amarone, two powerful and extraordinary wines, which are the result of an innovative interpretation of a terroir with exceptional characteristics in the eastern Valpolicella.

### **CECILIA BERETTA**

Cecilia Beretta was acquired in the early eighties as an agricultural company and a centre for research and advanced studies for the production of high quality Veronese wines. The desire to continue to enhance the style and personality of these wines also continued through the acquisition of new vineyards and the collaboration with oenologists of the calibre of Graziana Grassini, one of the first women winemakers in Italy.

The name derives from the 18th-century patron and philanthropist Cecilia Beretta and from the villa where she lived, Villa Beretta, built in the sixteenth century at Mizzole. The collection includes:

- Amarone della Valpolicella DOCG Classico Riserva Terre di Cariano
- Brognoligo Soave DOC Classico
- Picàie Rosso Veneto IGT - appassimento method
- Prosecco Superiore Conegliano Valdobbiadene docg Brut Millesimato
- Prosecco Treviso doc
- Freeda Rosé Trevenezie IGT
- Valpolicella Ripasso DOC Superiore
- Valpolicella DOC Classico Terre di Cariano
- Valpolicella DOC Superiore Mizzole

### **FAMIGLIA PASQUA**

Famiglia Pasqua: the signature of the first generation that sealed the precious bottles which contain the oenological culture and the winemaking tradition of the family and the great Veneto wines selected and interpreted by the third generation.

- Amarone della Valpolicella DOC Riserva 2006
- Amarone della Valpolicella DOC Riserva 2010
- Amarone della Valpolicella DOC
- Prosecco Treviso doc Brut
- Valpolicella Ripasso DOC Superiore
- Soave DOC
- Valpolicella DOC



## **PASSIONE SENTIMENTO**

PassioneSentimento is a line of wines with a taste suitable for a young and international public. The Pasqua family dedicated it to one of the legends that has made Verona famous throughout the world. The label represents a contemporary reworking of an image shot by Giò Martorana, Unesco Award for Photography that depicts the signatures of visitors on the wall in front of the house of the city's most famous lovers.

- PassioneSentimento Veneto IGT Bianco
- PassioneSentimento Veneto IGT Rosso
- Prosecco Treviso doc

## **VILLA BORGHETTI**

The craftsmanship and the authentic flavours of typical Veronese wines are the protagonists of the Villa Borghetti collection. A plunge into the traditional flavours of Veneto oenology with the best grapes from the Villa's vineyards in the heart of Valpolicella Classica.

- Amarone della Valpolicella DOC Classico
- Bardolino DOC Classico
- Bardolino Chiaretto DOC Classico
- Lugana DOC
- Valpolicella Ripasso DOC Superiore
- Soave DOC Classico
- Valpolicella DOC Classico
- 

## **PASQUA**

The label was created by the family to value and appreciate the Veronese classics, especially on international markets.

- Amarone della Valpolicella DOC
- Morago Veneto IGT Rosso, with slightly dried grapes
- Valpolicella Ripasso DOC Superiore
- Hey French You Could Have Made This But You Didn't Bianco Veneto IGT

## **THE MANAGEMENT: THE THIRD GENERATION JOINS THE BOARD**

**Umberto Pasqua**, President

Representative of the second generation of the family, he represents continuity and constancy in the company's growth.

Before becoming President in 2008, he was Sales and Marketing Manager and CEO for the family company. He has also been CEO of the real estate company Immobiliare Fratelli Pasqua. He is a member of the Board of Federvini, of the Board of the Consorzio della Valpolicella and of the Board of Directors of CentroMarca. He is also Delegate of the Food section in the General Council of Confindustria Verona.

**Riccardo Pasqua**, Chief Executive Officer

Riccardo, 41, took over the role of CEO at the end of 2015. Riccardo began his career with Pasqua in 2007 and in 2014 was appointed Sales Director, a role that he is still involved with today. He was head of business in the United States before being nominated to lead the company.

**Alessandro Pasqua**, President Pasqua USA LLC

Alessandro, 36, is President North America and since 2016 he has taken over Sales and Marketing for the North American market and Canada.

Alessandro previously gained experience with Bain & Company on projects in Italy and Japan.