



11 MINUTES IS THE NEW ICONIC ROSE' FROM FAMIGLIA PASQUA

The delicate notes and elegance of this fine and well-structured wine speak of the exceptional terroir located in one of the most beautiful areas surrounding Lake Garda

Verona, 10 April 2017 – Pasqua Vigneti e Cantine, for more than 90 years one of the leading private producers of native Veneto and Italian wines, welcomed in its cellar more than 150 guests from 20 different countries to present, during the gala dinner, its new rosé wine 11 MINUTES in preview at Vinitaly.

To help guests fully understand the characteristics of the new wine, an installation was created; a capsule “suspended” in space and time and placed inside one of the barrel cellars. A room within a room where an evocative multisensory path reveals the personality of this wine. Immerse yourself in a space for 11 seconds and anticipate the multi-sensory experience that follows tasting this wine.

This sensorial story is told travelling through rose-coloured light, reflected by the bottles, that flutters suspended in the room and multiplies again and again. The light-dark contrast featured in the setting represents a sensual and well-structured wine. The refracted image created by the installation suggests the infinite taste shadings of this wine.

The new rosé interpretation by Famiglia Pasqua is a fine blend created from the most noble native varieties like Corvina and Trebbiano di Lugana and varieties like Syrah and Carmenere.

The name 11 MINUTES refers to the duration of the skin contact, the pressing of the grapes: the full load of grapes is very softly pressed. In this optimal length of time the must inherits the most noble qualities of the grapes and the slightly rosy shade that characterize this wine.

Fluttering of butterfly wings in the background accompanies the experience and reveals the delicate notes and elegance of this wine, both fine and structured, whose grapes come from the exceptional vineyards located on the beautiful shores of Lake Garda, between Sirmione and Bardolino, which give great minerality to this wine.

“Pasqua 11 MINUTES is a new wine that embodies quality and innovation, the hallmarks of our company,” commented *President Umberto Pasqua*. “The blend of native and international grape varieties expresses all our affection for the territory and at the same time our ability to innovate through the know-how gained over our nearly one hundred years of history.”

“We studied emerging trends,” concluded *CEO Riccardo Pasqua*, “and we identified *rosé mode* as a global trend, throughout the market in which we operate. We interpreted it with grapes from vineyards located in one of the most beautiful areas surrounding Lake Garda, between Sirmione and Bardolino. A unique *terroir*, our long wine-making tradition and wine trends all came together in this project.”

A fresh, enveloping rosé with an intense and complex bouquet, created to accompany spring or summer evenings and more. Timelessly indulge in an idle moment in any season.

Technical sheet attached.

Pasqua is present at Vinitaly in Verona (Hall 5, Stand C2).

For more information:

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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. In 2017 Wine Enthusiast awarded 92/100 points to the Amarone della Valpolicella Doc Riserva 2006 and 90/100 points to the Amarone della Valpolicella DOCG 2012 Famiglia Pasqua. The Amarone della Valpolicella DOCG Famiglia Pasqua 2011 received the prestigious 90/100 points recognition from Wine Spectator last February. 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. Wine Enthusiast awarded 93/100 points to the Amarone Famiglia Pasqua 2011 and 90/100 points to the Amarone Cecilia Beretta 2008.