

**Pasqua Wines Marks 100 Years with Impressive Growth:
2024 Revenue Rises 6% to €63.5 Million, Fueled by U.S. Market Success**

Driven by a decade of success, Pasqua Wines embraces the future, strengthening its commitment to quality, innovation, and its iconic wine projects. In partnership with Rizzoli, it presents “Ode to the Future”, a book honoring its centenary, featuring contributions from renowned artists.

Verona, March 12, 2025 – For [Pasqua Wines](#), the future is where the brand truly excels. The Verona-based winery, renowned for its iconic and award-winning wines, has been sharing its creativity and craftsmanship with the world for over a century. Today, the winery celebrated 100 years at a press conference at PAC, one of Milan's premier contemporary art venues, showcasing the company's vision for the next milestone. With strategic investments to secure continued growth, Pasqua Wines is committed to creating new, exciting perspectives in the wine world, fostering meaningful conversations that will strengthen its brand identity and positioning for years to come.

The driving force behind Pasqua's success lies in its Icons - the brand's highly invested signature wines, which have delivered a strong performance despite market fluctuations. The winery has boldly reimagined Verona's traditional winemaking practices, infusing them with a fresh and bold perspective. Both impressive economic results and critical acclaim have validated the strength of this vision and strategy.

U.S. Market Drives Strong Business Performance in 2024

Pasqua Wines wrapped up 2024 with €63.5 million in consolidated revenue, reflecting a 6% growth compared to 2023. The company also increased its export share, now at 90.2%, up from 87.6% last year, expanding its reach to 71 markets globally.

The company's robust success at the close of the year is fueled **by remarkable performance in the U.S. market**, where its presence continues to grow, standing in contrast to the overall downturn in the industry and surpassing the average growth of Italian wine.

The company's standout performance in the U.S. market reflects nearly 40% growth, driven by new commercial partnerships. This is particularly impressive given the broader decline in alcoholic beverage consumption in the U.S. (with wine down 7.2% in volume and 6.3% in value)¹, driven by shifts toward moderation and the growing popularity of non-alcoholic drinks. **Compared to the overall performance of Italian wine in the U.S. (+5.4% in value compared to 2023²), Pasqua's exceptional growth significantly outperforms the industry average in the market.**

¹WSWA's SipSource Releases 2024 Year-End Report, February 24, 2025

²Wine Consumption and Imports: Current Trends in International Markets and the Performance of Italian Wine - Denis Pantini, Head of Wine Monitor Nomisma, XI Forum Wine Monitor Nomisma, February 14, 2025

Still red and white wines (representing the primary market penetration drivers for Pasqua) are the top choice among more mature frequent users. While in Italy, purchasing decisions are often influenced by terroir and denomination, in the U.S., it's the company's identity and the grape variety that play a pivotal role in driving sales.

The profile of U.S. consumers shows **Millennials** (making up 40% of the market) are **more drawn to premium wines, often consuming them in social settings, while Baby Boomers and Gen X prefer to enjoy wine at home**³.

Pasqua has **strategically customized its approach in the U.S. market**, carefully selecting, state by state, the labels that best align with local preferences.

"Celebrating our centennial with such impressive results in North America fills us with immense pride," says Alessandro Pasqua, President of Pasqua Wines U.S. "We are dedicated to carving out a unique and distinctive position on the global wine stage. Our success lies in our ability to offer fresh perspectives that honor our roots while staying ahead of evolving consumer trends. Additionally, having a local team has been essential in gaining firsthand insights into market needs, serving as a cornerstone of our strategy."

The company's transformation began in 2014 when a new leadership team and the third generation of the Pasqua family took the helm. Significant investments in **both vineyards and business operations** have fueled a decade of revenue growth, largely driven by the success of innovative winemaking projects that have given Pasqua Wines a fresh voice in the market.

Pasqua's renewed momentum is **centered around leveraging its acquired expertise and elevating its portfolio**, highlighted by the launch of **Icons** lines, which now embody the company's innovative spirit. **Through strategic, market-focused initiatives, deep terroir connection, and sustained R&D investment, Pasqua has doubled its revenue over the past decade.**

"Ode to the Future": Pasqua Wines Explores the Creative Fusion of Wine and Art

The company continues to strengthen its ties with contemporary art, a connection that has sparked countless conversations around the brand over the past eight years. Collaborating with over thirty artists across various fields, this partnership has helped shape a unique identity, a powerful voice, and a strong presence in the market.

Art and wine share a common thread: creativity. The company's relationship with art mirrors its approach to winemaking - both begin with a fresh idea or perspective, evolve through experimentation and discovery, and ultimately lead to something extraordinary, whether it's a work of art or a new wine project.

On the occasion of its centenary celebrations, the dialogue between Pasqua Wines and art is structured in a complex project of both editorial and artistic collaborations that, from Verona, will involve numerous markets, starting with the United Kingdom where a partnership agreement has been renewed for the realization of an art installation with Saatchi Gallery, one of the most prestigious names in contemporary art.

³ *Changes in Wine Consumption and Consumers: A Comparison between Italy and the United States* - Ilaria Cisbani, Market Analyst Wine Monitor Nomisma, XI Forum Wine Monitor Nomisma, February 14, 2025

Since 1985, Saatchi Gallery has showcased innovative contemporary art, featuring emerging and underrepresented artists, cementing its reputation as a leading name in the art world.

At the heart of Pasqua's centenary celebrations is the **release of *Ode to the Future*, a new book published by Rizzoli, marking yet another collaboration between the renowned winery and the prestigious publishing house.** Available for pre-order on Rizzoli's online store, the book explores the dynamic dialogue between wine and contemporary artistic expression, capturing Pasqua's vision and evolution through five of its most iconic wines:

Famiglia Pasqua, Mai Dire Mai, 11 Minutes, Hey French, and Terre di Cariano Cecilia Beretta. More than a retrospective, *Ode to the Future* offers a forward-looking perspective, delving into the intersection of creativity, art, and wine. Structured in five distinct chapters, each with its own narrative and visual approach, the book is curated by acclaimed writer, screenwriter, and director Filippo Bologna. It comes to life through the work of internationally celebrated artists, including Michael Mapes (USA), Sofia Crespo (Portugal), and Italian talents Gaia Alari, Enzo, and Giuseppe Ragazzini.

In addition to the book, Pasqua's centenary will be marked by an immersive art installation at Vinitaly, accessible to all visitors. Set in the breathtaking Giardino Giusti, this immersive exhibition takes visitors on a journey through Pasqua's history, present, and future. The five wines, which have become symbols of the winery, will guide the audience through Pasqua's legacy, while offering a glimpse of what lies ahead.

The artistic exhibition, created by the Foll.ia collective takes visitors on an immersive journey through the entire southern wing of the Palazzo. **Two rooms will showcase an exhibition dedicated to the five wines featured in *Ode to the Future*, while the third room offers a truly immersive experience through a cutting-edge digital installation in a custom-built Infinity Room.** Inspired by the **kaleidoscope effect**, the room's interior will be lined with mirrors onto which the works of various artists will be projected, creating a fully immersive experience as the images are multiplied across the surfaces.

Those investments bring **the total amount dedicated to supporting the arts since 2018 to nearly 6 million euros.**

Riccardo Pasqua, CEO of Pasqua Wines, states: *"Making wine is a beautiful challenge we embrace every day, since 1925. Capturing the essence of a land or a vineyard and transforming it into a work of art, like wine, is an incredible opportunity we are privileged to experience daily, and it is our responsibility to embrace it. We've always believed that wine and art share a deep connection, as their creative processes are so similar. This is why Pasqua continues to bring its wines into dialogue with artists exploring new forms of expression through the 'Ode to the Future' project: to inspire new chapters in the history of our winery and share the unique story of each of our wines with the world, in a way that resonates with everyone.*

Press Assets

Download below all assets, including images, press kit, and detailed bios [HERE](#)

About Pasqua Wines

PASQUA VIGNETI E CANTINE is a Veneto wine company, owned by the Pasqua family. Founded in 1925, the winery is recognized worldwide as a producer and ambassador of



prestigious Veneto wines. The company's ambition is to bring into the future, with renewed stylistic codes, all the winemaking experience consolidated over 100 years of history. Today, working alongside President Umberto are his sons Riccardo, Chief Executive Officer, and Alessandro, President of Pasqua USA. With the presentation of the Pasqua House of the Unconventional manifesto, today the company aims to be a research laboratory, a space for dialogue, where quality and creativity are the protagonists.