

**PASQUA VIGNETI E CANTINE**  
Corporate Profile 2025

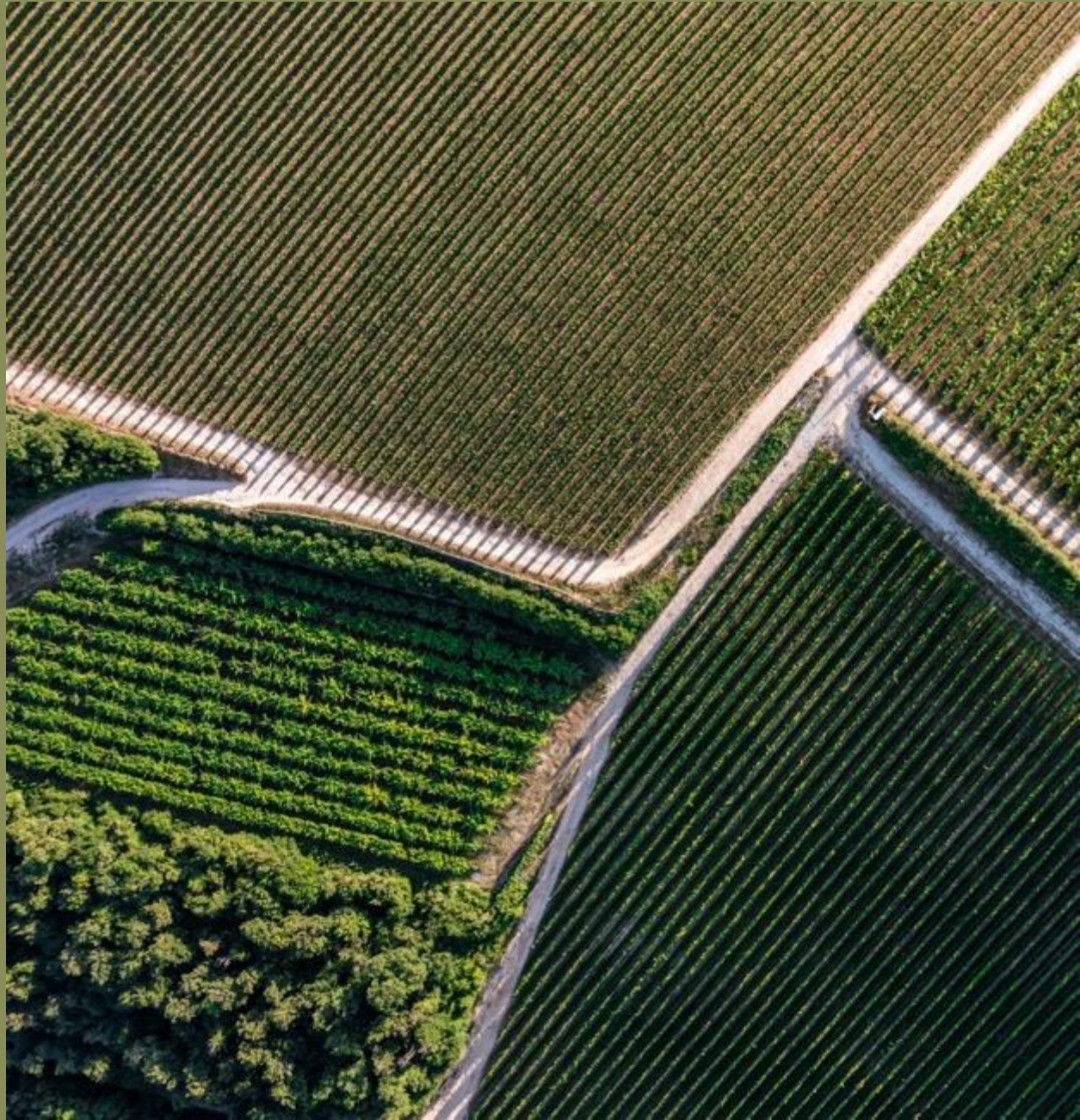
**PASQUA**  
HOUSE OF THE UNCONVENTIONAL

THE FIRST 100 YEARS **100**

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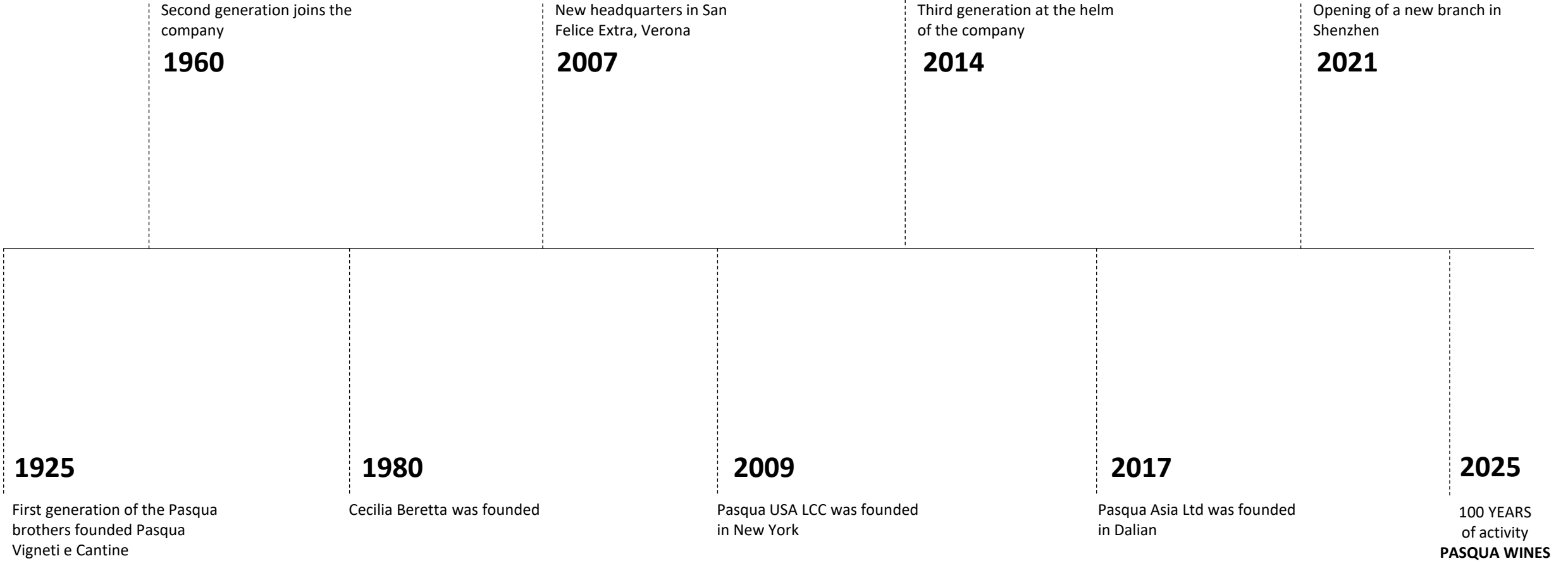
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## 01 – Roots

THE FIRST 100 YEARS OF HISTORY







## 02 – The company at a glance

# FACTS AND FIGURES 2024

Turnover 2024	€ 63.5 million
Export quota	90.2%
Bottles sold	12.8 million
Markets covered	71

## Main markets by turnover

Europe	41.4%
Americas	37.7%
Italy	10.0%
Asia	10.9%

## Product types by turnover

Red wines	39%
White wines	36%
Sparkling wines	20%
Rosé wines	5%



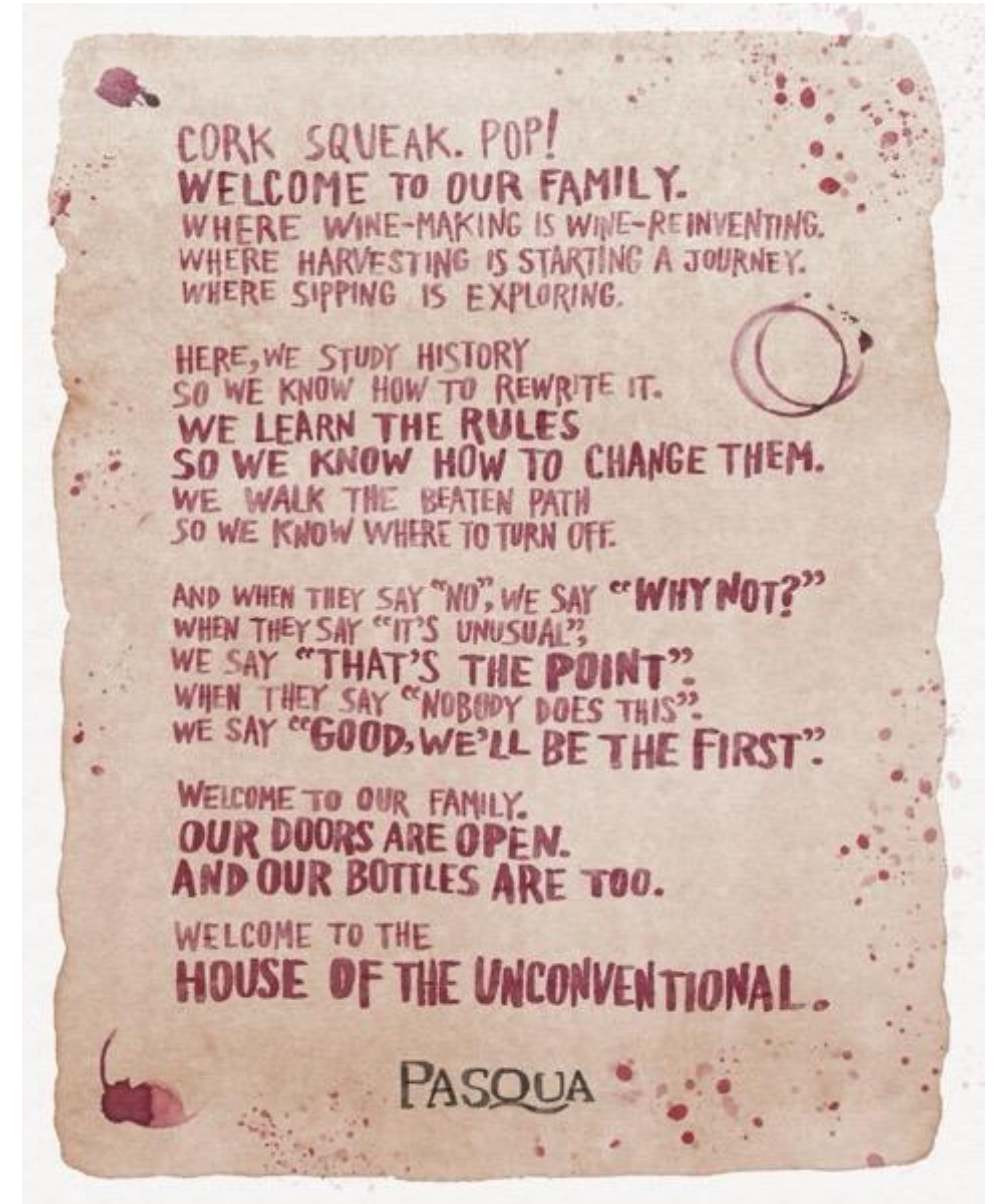
## 03 – Vision



# HOUSE OF THE UNCONVENTIONAL

The **new entrepreneurial vision** brought by the **third generation of the family** is today summarized in the *House of the unconventional* manifesto, which embodies the values of the winery: a daring spirit, the ability to experiment, curiosity about the world.

Ambassador wines perfectly express the bond between the territory from which they come and the ingenuity of those who imagined and created them.







## 04 – Innovation as a value of the brand

# INNOVATION AS A VALUE OF THE BRAND

**Innovation** has always been a **central theme to Pasqua philosophy, ever since the company was founded**: interpreting the terroir and the grape varieties, through original winemaking styles, is the result of investments - constant and consistent - in the vineyard, infrastructure and cellar practices.

The ability to establish itself as a **research laboratory**, contributing to the evolution of the Italian and global wine world, has earned Pasqua the title of ***Innovator of the Year 2023 by Wine Enthusiast***, one of the most important international publications in the sector.

It is **the first Italian winery to receive the award**.

Deeply rooted in the territory and strongly projected into the future, the company is thus recognized for its ability to **combine its 100 years of winemaking tradition with a strong drive for research and experimentation** that have led it to unconventional style results.



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## 05 – Vineyards

## THE MAIN VINEYARDS



### CASCINA SAN VINCENZO

- **Position:** Valpantena, 350 m above sea level
- **Soil:** clayey-calcareous
- **Age of vineyards:** 20 years
- **Organic farming**
- **Varieties:** Corvina, Corvinone, Rondinella

### MIZZOLE

- **Position:** Valpantena, 170 m above sea level, facing east
- **Soil:** predominantly clayey-calcareous
- **Age of vineyards:** 30 years
- **Organic farming**
- **Varieties:** Corvina, Rondinella, Oseleta, Cabernet Sauvignon, Merlot

### MONTE CALVARINA

- **Position:** eastern Soave area, 600 meters above sea level. at the highest point, facing south-west
- **Soil:** basaltic-calcareous
- **Age of vineyards:** 20/30 years
- **Varieties:** Garganega, Pinot Blanc, Sauvignon

### MONTEVEGRO

- **Position:** eastern Valpolicella, 350 m above sea level. exposed on all sides
- **Soil:** basaltic-calcareous
- **Varieties:** Corvina, Corvinone, Rondinella e Oseleta, Cabernet Sauvignon

### POIANO

- **Position:** Valpantena, exposed on all sides
- **Soil:** clayey-calcareous
- **Age of vineyards:** 30 years
- **Organic farming**
- **Varieties:** Corvina, Rondinella, Croatina, Corvinone

### SAN FELICE

- **Position:** entrance to Valpantena, exposed on all sides
- **Soil:** clayey-calcareous
- **Age of vineyards:** 30 years
- **Organic farming**
- **Varieties:** Corvina, Rondinella, Croatina, Oseleta





## 06 – Iconic wines



## FAMIGLIA PASQUA

# The great classics

**This is the signature of the first generation that seals the most precious bottles of the great wines of Valpolicella, which encapsulate the oenological culture, the family winemaking tradition and the story of the territory interpreted by the third generation.**

### **Amarone della Valpolicella Riserva DOCG**

An Amarone with great structure and character, produced in a limited edition of bottles, following the excellence of the vintages.

### **Amarone della Valpolicella DOCG**

An Amarone with an intense red colour, appreciated for the breadth and intensity of its aromas. A label in line with classic tradition, characterized by the softness that only Amarone can offer.

### **Valpolicella Ripasso DOC Superiore**

Rich and velvety on the palate, this Ripasso expresses strong aromas of marasca cherry and toasted hints. The wine has a well balanced and persistent mouthfeel.

### **Amarone della Valpolicella DOCG and Valpolicella Ripasso DOC Cascina San Vincenzo**

The Cascina San Vincenzo project represents a new stage in the winery's journey towards sustainable cultivation and production processes for two of the Valpolicella traditional wines: Amarone and Valpolicella Ripasso. The elegance and precision of these wines reveal the continuous evolution of the vineyard's nature, which is expressed in the style of cultivation and preserved in the respectful winemaking.



## PASSIONESENTIMENTO

### The project dedicated to the appassimento method

**PassioneSentimento** was born in 2014 to highlight the original appassimento winemaking method, typical of Valpolicella.

The Pasqua family dedicates this line to one of the legends that made Verona famous throughout the world: **Romeo and Juliet**.

The label reworks in a contemporary way an image taken by *Giò Martorana*, Unesco Prize for Photography, depicting the signatures, left over time, by visitors on the wall in front of the house of the city's most famous lovers.



## MAI DIRE MAI

### The interpretation of the terroir

In 2016 Mai Dire Mai was launched, the most radical interpretation of Amarone by Pasqua Wines.

The MDM line includes a **Valpolicella Superiore**, an **Amarone della Valpolicella** and a **Cabernet Sauvignon**.

These three extraordinary wines are the result of an innovative interpretation of a terroir with exceptional characteristics in eastern Valpolicella: the Montevetro vineyard. With a 360° exposure and a mainly calcareous subsoil, this precious vineyard gives wines of power, aromatic complexity and enjoyable taste.





## 11 MINUTES and Y by 11 MINUTES

# The new Italian rosé style

### 11 MINUTES Rosé Trevenezie IGT

11 minutes: this is the time necessary for the rosy tones and the most intense aromatic components to be inherited from the skins in contact with the must.

**11 Minutes, released on the market in 2017 and the first label of the Pasqua Wines rosé reinterpretation project**, is a blend obtained from the finest parts of indigenous varieties as Corvina and Trebbiano di Lugana and international ones such as Syrah and Carmenère. The vineyard of origin is located near the shores of Lake Garda.

### Y BY 11 MINUTES Rosé Trevenezie IGT

**In 2021, the most powerful expression of the 11 Minutes project was created, Y by 11 Minutes.** The name chosen for the new rosé is the **perfect symbolic representation of the personality and winemaking style of this wine.**

Just as the letter Y is made up of three parts, so there are three souls of this rosé: two native Veneto varieties, Corvina and Trebbiano di Lugana, in dialogue with an international one, Carmenère, all from vineyards on Lake Garda.

**Y by 11 Minutes features a strong and multifaceted personality in which divergent elements coexist:** complexity and freshness from the vineyard, structure and delicacy from the blend of vines and fruity notes and creaminess on the palate from the maturation in wood of part of the blend. Divergent elements which symbolically come together at the central point of the letter and represent the wine's balance, as a promise of longevity.



## HEY FRENCH

# The ultimate expression of innovation

In 2019, Pasqua released the first edition of its multivintage white.

### HEY FRENCH You Could Have Made This But You Didn't Bianco Veneto IGT

A wine whose name reveals a **path of experimentation and which at the same time is also a declaration of intent towards the great names of international winemaking tradition**. *Hey French, You Could Have Made This But You Didn't*.

This wine expresses the characteristics of the vineyards from which it originates, lying in various plots on the Veronese side of Monte Calvarina (located in the easternmost part of the Soave denomination), where the vintage blending technique adds depth and aromatic intensity.

**The eye-catching label is a creation of CB Hoyo**, a young self-taught artist of French origin, enfant prodige of the new direction in contemporary art.





## 07 – Sustainable growth



# SUSTAINABLE GROWTH

## IN THE VINEYARDS

The company complies with the standards of the main ISO, BRC, IFS and the organic producer certifications. Certified with the Equalitas 'Sustainable Organisation Module - OS' SOPD standard for the following areas of activity: vineyard management and grape production, winemaking, processing, blending, ageing and bottling of wines. The certification also covers control of production and bottling processes.

In 2016, a 12-hectare vineyard in the locality of Maroni (Grezzana) has come under the winery's control, giving rise to the **Famiglia Pasqua Cascina San Vincenzo**. The project represents a new stage in the winery's journey towards sustainable cultivation and production processes of the two flagship wines of the Valpolicella tradition: Amarone and Valpolicella.

Since 2018, the winery has dedicated 2,500 square metres to a **'Natural Vineyard' pilot project** to increase expertise and areas for experimentation.

The winery welcomed **bees into the vineyard** in 2024 as part of a project that aims to study and protect the biodiversity of the territories and improve the quality of the environment and production, looking into new sustainable paths to take and agronomic practices compatible with the life of bees, sentinels par excellence of environmental well-being, without which 70% of our agriculture would be lost. In collaboration with FALASCO APICOLTURA, the winery manages 15 hives with queen and worker bees.



## IN THE WINERY

Important investments have been made in a **new production line** since 2022, which replaced the previous one in a process lasting about 18 months, completed in 2024. The installation of the new machines has reduced electricity consumption by around 30%.

**A plant to recover water from the company's wastewater treatment plant using osmosis and ozone dosing is currently being designed**, and scheduled for completion by the end of 2027. The new technology will allow a 30% reduction of water discharged into the municipal sewage system. The recovered water will be used to irrigate the company's green areas.

**A project to install a photovoltaic system** to generate the electricity needed for the work being done in the winery kicked off in 2024. The new plant will lead to a reduction in CO2 emissions of 250 tonnes/year (equivalent to 11,519 trees planted). When the project is completed, it is expected that the winery will be energy self-sufficient for about 75 % of its needs.





# CORPORATE SOCIAL RESPONSIBILITY

The winery is committed to **economic and cultural sustainability** initiatives towards the territory.

Since 2021, it has been a supporter of **'67 columns for the Arena of Verona'** project, an important Fundraising and Corporate Membership project promoted by Fondazione Arena and designed to strengthen one of the key institutions of the economy and culture of the city of Verona and its territory, but also an icon of Italian spirit in the world.

The winery's philosophy includes **supporting young emerging artists through patronage activities** especially in digital, multimedia and contemporary art disciplines.





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## 08 – Art as inspiration

# ART AS INSPIRATION

**Art is a territory of great inspiration for the winery:** the process of creating wine is very close to that of creating a work of art.

**Art shares a universal language with wine.**

The goal is dialogue with users, especially the new generations, reducing cultural, age and language distances to **create an area of shared experience.**

**More than thirty artists and creative people have collaborated with Pasqua Wines in recent years, realising projects for the winery.**



The **bond between the winery and its hometown Verona** is often at the centre of the artistic projects commissioned by Pasqua, which in recent years have found an ideal stage for presentation at Vinitaly.

The **press campaign released in 2021**, signed by international photographer Ale Burset and interpreted by British poet Arch Hades, is the ultimate expression of the value of art for the brand.





## *Artists*

*Adalberto Lonardi*

*Ale Burset*

*Arch Hades*

*fuse\**

*Giuseppe Ragazzini*

*None collective*

*Timo Helgert*

“Art shares a universal language with wine.”

# 2025

# ODE AL FUTURO

**2025 marks the first 100 years of the winery's history.**

For this very special event, Pasqua is continuing to build a creative interaction between its most representative wines and the interpreters of new forms of expression.

“**Ode al Futuro**” is the volume, published by Rizzoli, which together with the spectacular immersive installation bearing the same name, designed for Vinitaly 2025 in the historic location of Palazzo Giusti in Verona, consolidates the winery's patronage projects, **bringing its total investments in the support of art to around 6 million Euro from 2018 to date.**







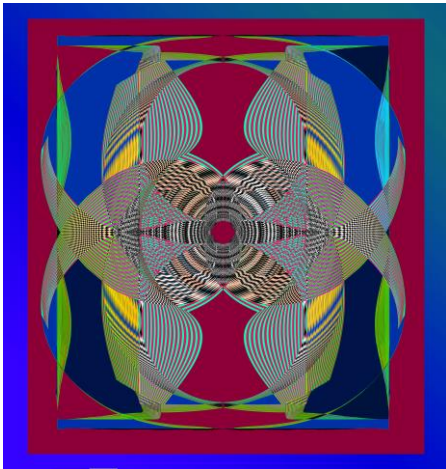
Gaia Alari



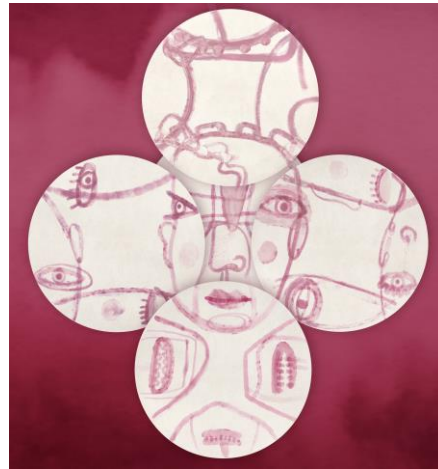
Sofia Crespo



Michael Mapes



Enzo Ragazzini



Giuseppe Ragazzini

## Artists

*Enzo Ragazzini*  
*Filippo Bologna*  
*Gaia Alari*  
*Michael Mapes*  
*Giuseppe Ragazzini*  
*Sofia Crespo*



## 09 – Cecilia Beretta



# READING THE TERRITORY

**Owned by the Pasqua family since the early 1980s, Cecilia Beretta** includes a selection of wines that exalt the varietal characteristics of the grapes coming from the vineyards in the Valpolicella and Soave areas.

The name originates from the 18th century patron and philanthropist Cecilia Beretta and the villa where she lived, Villa Beretta, built in the 17th century in Mizzole, in eastern Valpolicella.

Among the most representative wines, **the Amarone Cecilia Beretta project took shape in 1985 with the first official production of Amarone Terre di Cariano**. The vision was clear and precise: to create an extraordinary Amarone, capable of representing the quintessence of Valpolicella and standing out in any context. It is a pioneering project that, while rooted in tradition, introduces elements of great modernity.

In recent years, **a profound restyling of some of Cecilia Beretta's most representative wines** has been undertaken, thanks to the intervention of a unique figure in winemaking, **Graziana Grassini**, one of Italy's most acclaimed oenologists in Italy and heir to the great Giacomo Tachis.

The Cecilia Beretta wines that have received the most international awards and positive mentions from critics are Amarone della Valpolicella DOCG Classico Riserva Terre di Cariano, Mizzole Valpolicella DOC Superiore and Brognoligo Soave DOC Classico – Organic.







## 10 – The Family



**RICCARDO PASQUA**  
*Chief Executive Officer*

Riccardo, 46, took over the role of CEO at the end of 2015. He began his career with Pasqua in 2007 and was appointed Sales Director in 2014, a role he still holds today. He was head of operations in the United States before being appointed to lead the company.



**UMBERTO PASQUA**  
*President*

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



**ALESSANDRO PASQUA**  
*President PASQUA USA*

Alessandro, 41, is President of Pasqua USA and has been in charge of Sales and Marketing for the North American market and Canada since 2016. Alessandro previously gained experience at Bain & Company, in projects in Italy and Japan.

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