



Pasqua Wines Named 2024 Impact Hot Prospects Award Winner by M. Shanken Communications

In a milestone year marking its 100th anniversary and record-setting U.S. growth in 2024, Pasqua Wines receives prestigious recognition from leading trade publications

Verona, Italy, September 9, 2025 – [Pasqua Wines](#), proud ambassador of Amarone della Valpolicella and Veneto wines, is thrilled to announce that it has been named a **2024 Impact Hot Prospects Award** winner by [M. Shanken Communications](#), a key voice in the beverage alcohol industry and publisher of leading publications including *Wine Spectator*, *Market Watch*, *Impact*, and *Shanken News Daily*. This respected honor recognizes exceptional performance in sales growth, brand development, and marketing leadership within the U.S. market, and marks the first time Pasqua Wines has received the award.

This prestigious award comes in the same year as **Pasqua Wines' centennial anniversary**, underscoring a landmark moment for the historic winery as it continues to shape its story with renewed energy and vision.

Impact Hot Prospects Awards celebrate brands on a strong growth trajectory and gaining market share in a competitive U.S. landscape. Shanken presents this recognition annually as a respected marker of rising brands in the U.S. wine and spirits industry. **To qualify, brands must have achieved U.S. depletions of at least 50,000 cases - but no more than 200,000 - in 2024, with at least 15% depletion growth that year, along with consistent growth in both 2022 and 2023.**

Pasqua Wines ended 2024 with €63.5 million in consolidated revenue, a 6% increase over the previous year. This solid performance is largely fueled by **standout growth in the U.S.**, where Pasqua Wines experienced nearly 40% growth in 2024 - outperforming the broader U.S. wine industry, which contracted by 7.2% in volume and 6.3% in value.

*"We are incredibly honored to receive the 2024 Impact Hot Prospects Award from Shanken" said **Alessandro Pasqua, President of Pasqua Wines USA.** "For the past decade, we have consistently invested in the U.S. market, establishing our own importing company and building a strong local team. My decision to live in the United States reflects just how strategic this market is for us. The strength of the Pasqua team I am proud to work with is the meticulous attention that we dedicate to each single market. Thanks to these efforts and our continued investment in people, our sales have grown steadily year after year."*



Pasqua's success in the U.S. is closely tied to a strategic proximity approach. Thanks to the closeness of the Pasqua USA Ltd, the winery can boast an in-depth knowledge of local needs and preferences. The company's transformation began in **2014, when a new leadership team** - led by the third generation of the founding family - stepped in. Since then, Pasqua has made significant investments in key areas of the company, positioning itself as one of Italy's most dynamic wine brands on the global stage. Through strategic, market-focused initiatives, a deep connection to the Valpolicella territory and sustained investment in research and development, the winery has successfully doubled its revenue over the past decade.

*"This achievement is the result of our long-term commitment to quality and innovation," commented **Riccardo Pasqua, CEO of Pasqua Wines**. "Over the years, our wines have become increasingly appreciated thanks to our investments in research and stylistic experimentation. We have invested in quality and brand awareness, and this makes us more flexible in the face of the aggressive environment in which we operate. Our willingness to engage in meaningful conversations with our customers—using new stylistic codes—has made us distinctive, with a unique and recognizable voice in the market."*

A stalwart representation of this vision and also a successful market case lies in Pasqua Wines' **Icons** - the **brand's signature wines**. These flagship expressions exemplify Pasqua Wines' bold reimagining of Verona's traditional winemaking heritage, now infused with a fresh, forward-thinking perspective. Both robust economic results and consistent critical acclaim have validated the strength of this vision and strategy.

In its award notification letter, M. Shanken Communications congratulated Pasqua Wines for its stellar sales and marketing performance, noting that the **full list of 2024 Impact Hot Prospects Award** winners will be featured in the September 2025 edition of *Impact Newsletter* and reprinted in the October issue of *Market Watch*.

PASQUA VIGNETI E CANTINE, founded in 1925, is a historic Veronese wine company owned by the Pasqua family and celebrating its 100th anniversary in 2025. The company is internationally recognized as a producer and ambassador of prestigious wines from Italy's Veneto region. With a century of winemaking expertise, Pasqua looks to the future with a renewed stylistic vision that blends tradition and innovation. Today, President Umberto Pasqua leads the company alongside his sons: Riccardo Pasqua, CEO Pasqua Wines, and Alessandro Pasqua, President of Pasqua USA. With the introduction of the *Pasqua House of the Unconventional* manifesto, today the company aims to be a laboratory of innovation and dialogue, where quality and creativity take center stage.

For more information:



Press Office - Pasqua Vigneti e Cantine
Ph. 045 8432111
press@pasqua.it www.pasqua.it

PASQUA
HOUSE OF THE UNCONVENTIONAL