

PASQUA VIGNETI E CANTINE
Corporate Profile 2025

PASQUA
HOUSE OF THE UNCONVENTIONAL

THE FIRST 100 YEARS **100**

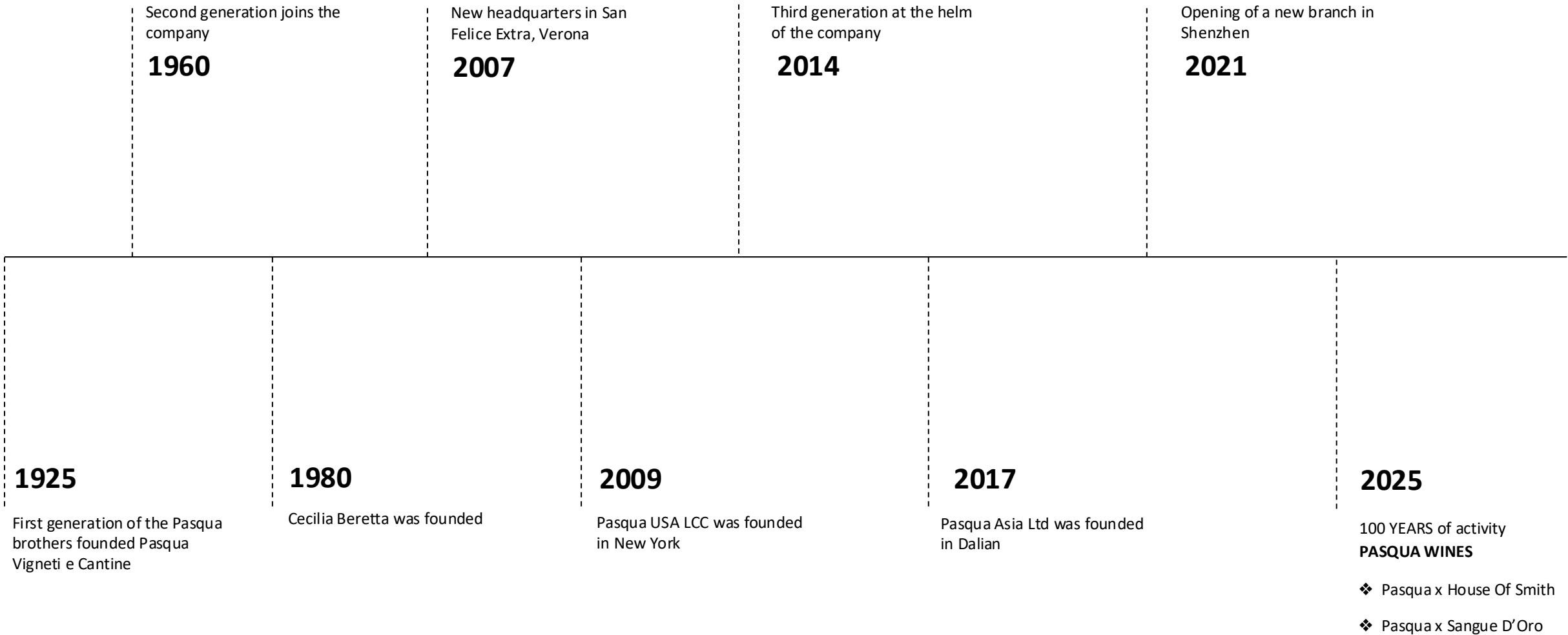
INDEX

01 – Roots and Future 02 – The Company at a Glance 03 – Vision. 04 – Innovation as a Brand Value 05 – Vineyards.
06 – Iconic Wines 07 – Sustainable Growth. 08 – Art as Inspiration 09 – Special Projects 10 – Cecilia Beretta
11 – The Family



01 – Roots

THE FIRST 100 YEARS OF HISTORY





02 – The company at a glance

FACTS AND FIGURES 2024

Turnover	€ 63.5 million
2024	
Export quota	90.2%
Bottles sold	11.9 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%

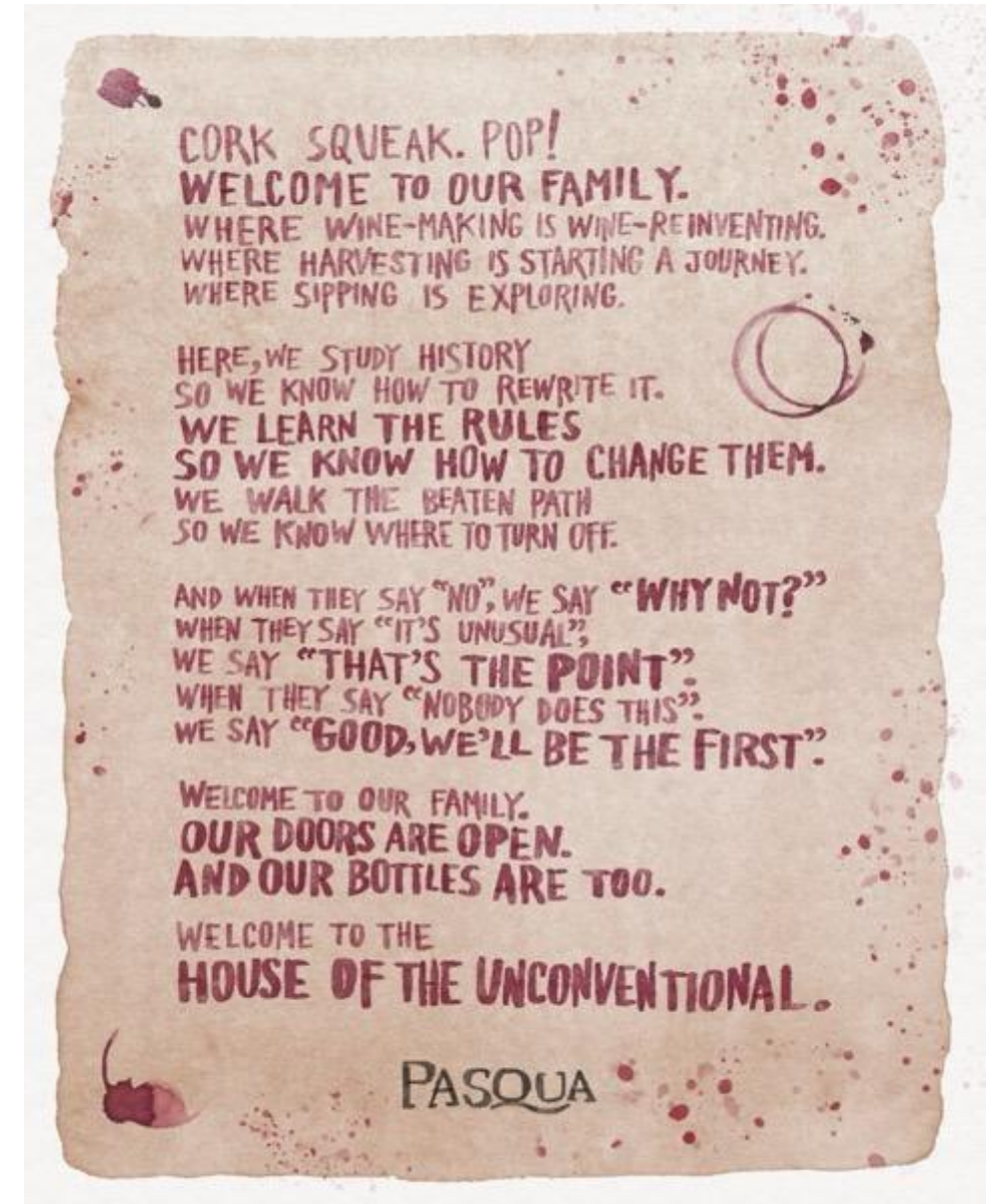


03 – Vision

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 region yet strongly focused on the future, the company is renowned for seamlessly blending a century of winemaking tradition with a passion for research and experimentation, resulting in unconventional and distinctive styles.



«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.»



05 – Vineyards

THE MAIN VINEYARDS



CASCINA SAN VINCENZO



MIZZOLE



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, 500 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 signature which represents the first generation, seals the most precious bottles of Valpolicella's great wines. Each bottle embodies the region's oenological culture, the family's winemaking tradition, and the territory's story—now reimagined 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 Valpolicella's flagship wines: Amarone and Valpolicella Ripasso. The vineyard, which is managed organically, is located in the middle of Valpantena, at 400 metres above sea level, and has clayey-calcareous soil.



PASSIONESENTIMENT

O

The project dedicated to
the

appassimento method 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 offers a contemporary reinterpretation of 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 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 hues and the most intense aromatic components to be absorbed 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 major certifications such as ISO, BRC, IFS, and organic producer certifications. It is certified with the **Equalitas SOPD "Sustainable Organisation Module – OS"** standard for vineyard and grape production management, winemaking, processing, blending, aging, and bottling. The certification also covers the control of production and bottling processes.

Since 2016, a 12-hectare vineyard located in Maroni (Grezzana) has become part of the winery's operations, giving rise to the **"Famiglia Pasqua Cascina San Vincenzo"** line. This project marks a new step in the winery's journey toward sustainable cultivation and production processes for the two most traditional wines of Valpolicella: Amarone and Valpolicella.

Since 2018, the company has dedicated **2,500 square meters to a pilot "Natural Vineyard" project** aimed at expanding expertise and areas of experimentation.

In 2024, the winery welcomed **bees into the vineyard** as part of a project designed to study and protect the biodiversity of the territory and improve the quality of the environment and production. The goal is to explore new sustainable practices and develop agronomic methods compatible with the life of bees — the ultimate sentinels of environmental health — without whom 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

Since 2022, significant investments have been made for **a new production line**, which replaced the previous one through a process lasting about 18 months, completed in 2024. The installation of the new machinery has reduced electricity consumption by approximately 30%.

In 2024, **a project was launched for the installation of a photovoltaic system at the winery**, with the goal of producing the electricity required for its operations. The new system will lead to a reduction of 250 tons of CO₂ emissions per year (equivalent to 11,519 trees planted). The installation is expected to be completed by June 2026 and will provide the winery with about 75% energy self-sufficiency.

A pilot project is currently being designed for the recovery of wastewater through osmosis and ozone dosing, with completion expected by the end of 2027. This new technology will allow for a 30% reduction in the amount of water discharged into the municipal sewer system. The recovered water will be used for the irrigation of the winery's green areas.



CORPORATE SOCIAL RESPONSIBILITY

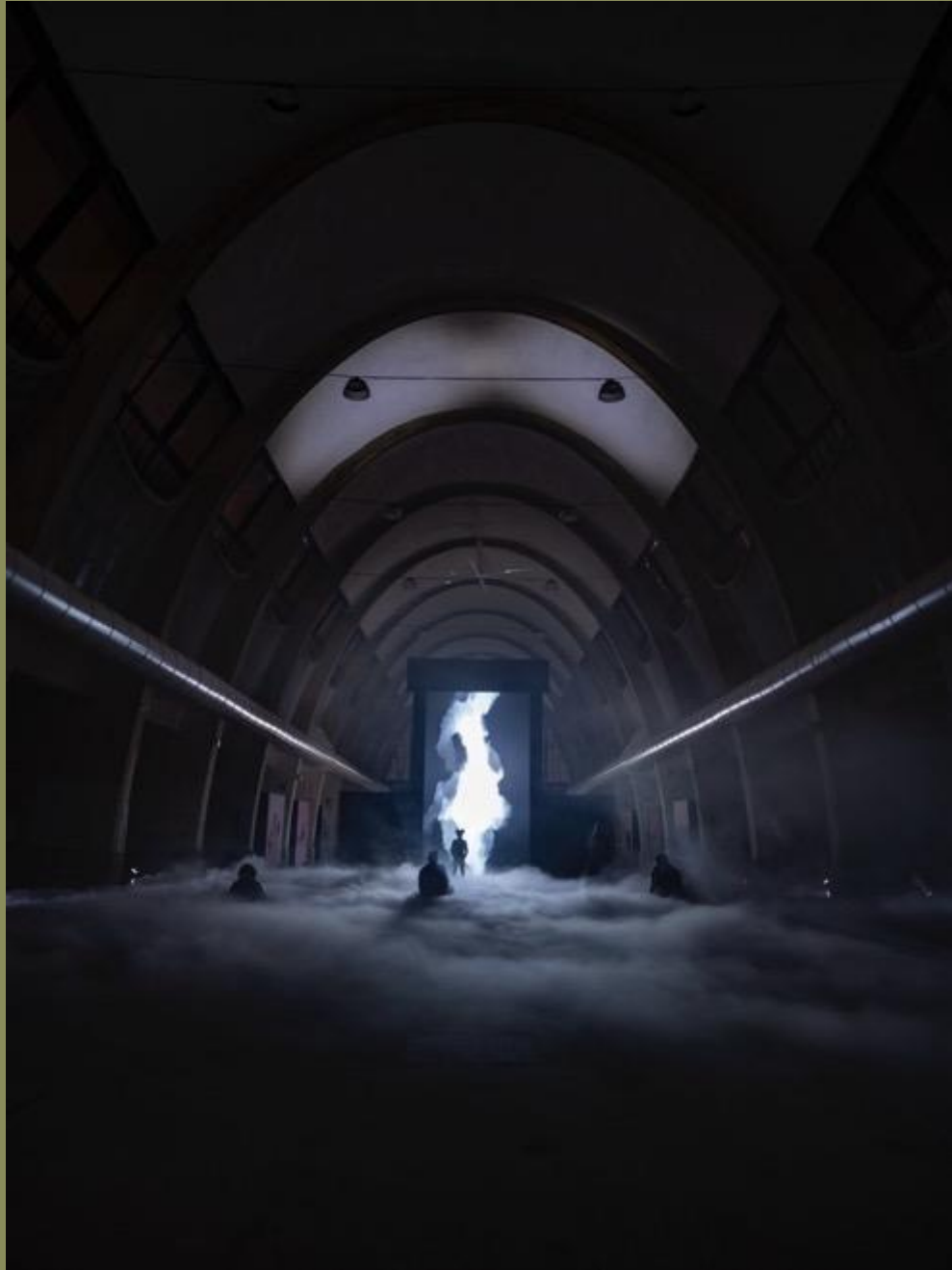
The winery is actively engaged in economic and cultural sustainability initiatives in the local area, promoting culture as a tool for dialogue and a shared language.

Since 2021, Pasqua has supported the project “67 Columns for the Arena of Verona”, an important fundraising and corporate membership initiative promoted by the Fondazione Arena. The project aims to strengthen one of the most emblematic institutions for Verona’s economy and culture, as well as a globally recognized symbol of Italian identity.

Part of the winery's philosophy is its support for young emerging artists through patronage activities, with a particular focus on digital, multimedia, and contemporary art disciplines. Since 2018, the company has promoted and supported patronage programs connected to the world of art and the local area, contributing to the cultural and creative growth of the community. In return, it has received inspiration and visionary input from the supported talents, contributions that also nourish and enrich the company’s own innovative thinking.



«The winery's philosophy embraces the support of young emerging artists through patronage with a particular focus on digital multimedia and contemporary art disciplines.»



08 – Art as inspiration

ART AS INSPIRATION

Art represents a profound source of inspiration for Pasqua: the creative process that leads to the birth of a wine is, in many ways, akin to that of a work of art.

Wine and art share a universal language, capable of transcending cultural, linguistic, and generational boundaries.

From this belief stems the winery's commitment **to engaging with an ever-wider audience, particularly younger generations, by creating spaces for shared experiences and** bridging distances through projects that combine culture, innovation and artistic sensibility.

Since 2018, more than thirty artists and creatives have collaborated with the winery, giving life to original projects that tell its story in a new and contemporary way.



The deep bond between Pasqua and its hometown, Verona, is often at the heart of the artistic projects commissioned by the company, which in recent years have found in Vinitaly an ideal stage for their public presentation.

An emblematic example is the **2021 print campaign,** created by internationally renowned photographer Ale Burset and interpreted by British poet Arch Hades: **a powerful synthesis of the central role that art plays in the brand's identity and vision.**



Artists

Adalberto Lonardi

Ale Burset

Arch Hades

*fuse**

Giuseppe Ragazzini

None collective

Timo Helgert

“Art shares a universal language with wine.”

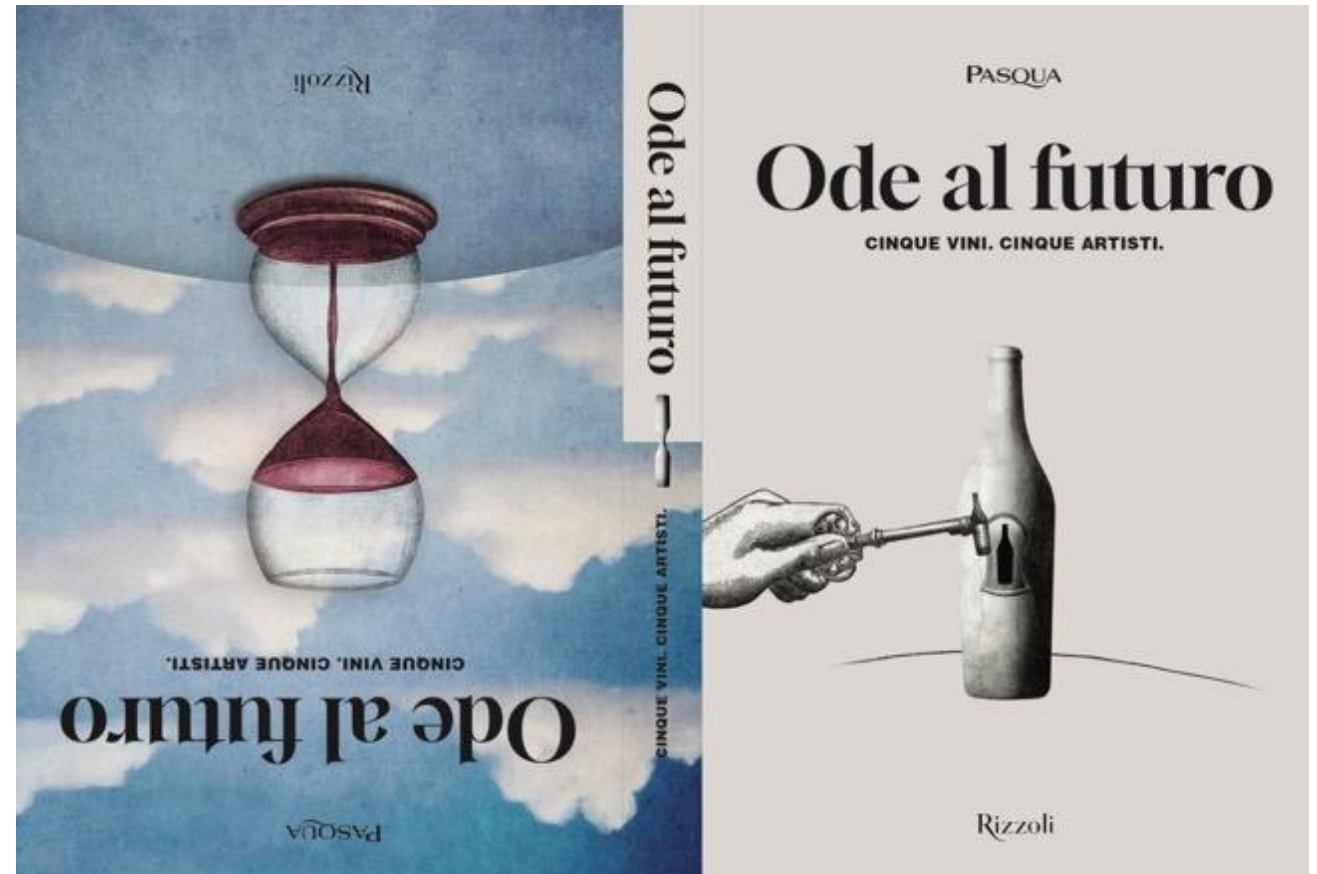
2025

ODE AL FUTURO

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

For this special event, Pasqua continues to nurture a creative exchange between its most recognized wines and artists who embody new forms of expression.

“Ode al Futuro” is a volume published by Rizzoli that, alongside the spectacular immersive installation of the same name, designed for Vinitaly 2025 at the historic Palazzo Giusti in Verona, reinforces the winery's commitment to artistic patronage. Since 2018, its total investment in supporting the arts has reached approximately 6 million euros.





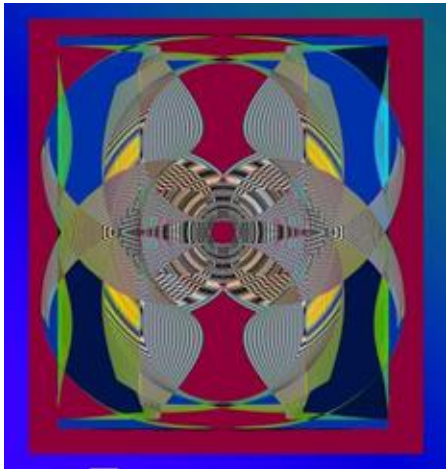
Gaia Alari



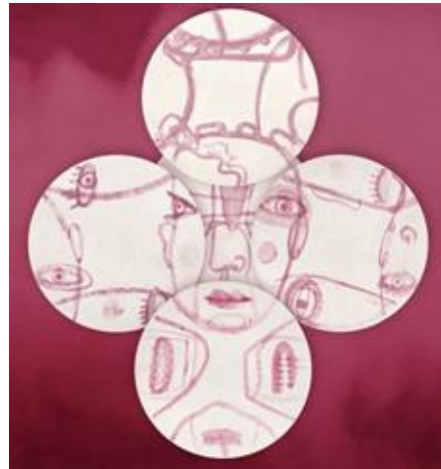
Sofia Crespo



Michael Mapes



Enzo Ragazzini



Giuseppe Ragazzini

Artists

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



09 – Special Projects

PASQUA X HOUSE OF SMITH

Charles Smith chooses Pasqua for exclusive international distribution.

In the year of its first centenary, Pasqua has established a new international partnership with Charles Smith, a rockstar winemaker and ultra-visionary vintner, originally from California and now based in Washington State (USA).

Under the agreement, the Verona-based winery becomes a minority partner in the Real Wine brand and the exclusive international distributor of the K Vintners, Real Wine, and Sex Wines labels, offering new opportunities for global growth and visibility.



PASQUA X SANGUE D'ORO

Pantelleria, a rugged and dreamlike land, guardian of a unique winemaking heritage, is Pasqua's new challenge, once again marking the centenary milestone.

The winery supports Carole Bouquet's viticultural project, with the aim of giving new voice and value to the island of Pantelleria, while preserving and enhancing its identity.

The **alberello pantesco** vine training system, recognized by UNESCO as an Intangible Cultural Heritage of Humanity, is a symbol of heroic viticulture that is at risk of disappearing.

With **Sangue d'Oro**, the **Passito di Pantelleria DOC** born from **Carole Bouquet's terraced vineyards**, Pasqua's vision meets that of the Pantelleria estate, bringing into the future, through renewed forms, an ancestral savoir-faire that risks being lost. It is a cultural project even before being an entrepreneurial one, as it seeks, also through the commitment of its founder, to restore visibility and opportunity to a unique territory, to its winemaking tradition, and to a community that embodies ancient gestures and contemporary courage.





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



UMBERTO PASQUA
President

A member of the family's second generation; before becoming President of Pasqua Wines in 2008, he was the company's CEO and its Sales and Marketing Director. He was also CEO of Immobiliare Fratelli Pasqua. He is currently Vice President of the Wine Group of Federvini and a member of the Board of the Consorzio della Valpolicella and of the CentroMarca Executive Board. In addition he is representative of the Food Section of the General Council of Confindustria Verona.



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.



ALESSANDRO PASQUA
Vice President North America

Alessandro, 41, is Vice President North America 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.



ANDREA PASQUA
Head of Business Development

Andrea, 36 years old, was appointed Head of Business Development in 2025. He began his career in Milan in the financial sector with Rothschild & Co, where he worked on M&A transactions with a focus on the consumer and luxury goods industries. In 2014, he joined LVMH's Wine & Spirits division, working on iconic brands such as Krug and Ruinart. In 2019, he has been based in Paris, where he has been involved in global distribution and M&A operations, overseeing several acquisitions including Château d'Esclans and Armand de Brignac.

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