



**WINE ENTHUSIAST NOMINATES PASQUA WINES
FINALIST FOR THE TITLE OF
“EUROPEAN WINERY OF THE YEAR”
IN THE WINE STAR AWARDS**

The Veronese winery is in the running for the title of best European winery, a recognition of its capacity for innovation, both through new winemaking styles and through unconventional communication codes

Verona, 20 September 2022 - The prestigious international magazine, Wine Enthusiast, will announce the winners of the 23rd edition of the Wine Star Awards on 3 November with prizes awarded to the most interesting wine companies in the sector.

The shortlists for all categories, including “European Winery of the Year”, have been announced. Pasqua Wines is among the five finalists competing for the prize that will be announced in New York next November.

The Veronese winery, representative of Amarone della Valpolicella and Veneto wines to the world, has been defined by Wine Enthusiast as “***an international research laboratory***”. In the motivation supporting the nomination of the finalists for *European Winery of the Year*, Wine Enthusiast continues as follows: “*The company relies on a team of people from nine different nations and five continents, who compare and discuss to produce the best possible wine. The company continues to go further in research on winemaking style and techniques and this has helped it secure strategic markets such as the United States and Asia.*”

The company’s new vision, now summarized in the manifesto “Pasqua, House of the Unconventional” and based on the bold spirit, drive for innovation, desire for inclusivity and curiosity about the world, allows the company to plan and work in Italy and in the various markets as an open place for continuous research, dialogue, study, innovation.

The company's economic strength has also contributed to the winery’s nomination, with a steady growth in turnover (which in 2021 amounted to 63 million euro, +14% compared to the previous year), the commitment to adopt increasingly sustainable business practices (as certified by the Standard Equalitas Sustainable Organization Module - OS), the innovative relationship with the art world (such as the immersive installation AMYGDALA .n presented on the occasion of Vinitaly 2022 and the support for the social sustainability project “67 columns for the Arena di Verona”), collaborations with international companies such as Harrods and a strategic use of new communication means, with social media in the first place.

Umberto and Riccardo Pasqua, President and CEO of Pasqua Wines, share all the satisfaction associated with the company's inclusion on the Wine Enthusiast shortlist: *"The motivation behind the nomination as finalists for the Wine Star Awards for the title of best European winery, is an extraordinary award in itself. Being defined as an international research laboratory by a giant of our industry such as Wine Enthusiast, fills us with pride and satisfaction for the efforts made to date from the vineyard to cellar."*

"Our latest projects have demonstrated that we know how to innovate without losing our identity and our style," commented Alessandro Pasqua, President of Pasqua USA. This nomination is an important milestone for the entire company, but above all for the market I take care of."

PASQUA VIGNETI E CANTINE is a Veronese 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.

For more information:

Press Office - Pasqua Vigneti e Cantine

Tel. 045 8432111

press@pasqua.it www.pasqua.it