



**PASQUA WINES, SUPPORTING ARTISTS IN ITALY AND AROUND THE WORLD, IS PRESENT IN STRATEGIC USA AND UK MARKETS, FOCUSING ON WINE AND ITS CREATIVE POWER**

**The dialogue between wine and creativity, the essence of the global Pasqua Wines campaign, is expanding with a roadshow travelling from Verona, Rome and Milan to London and New York.**

**Verona, October 20, 2022** — For years, the Verona winery, **Pasqua Wines**, has entrusted the universal language of art with the task of sharing the values it holds dear such as research, creativity, quality, innovation and excellence. After Verona, Milan and Rome, in September and October a series of events have been planned in New York and London. The events have been organized with high quality partners, involving artists who have previously collaborated with the brand.

The first appointment was held in Soho, New York, **on September 7** in the flagship store of **Falconeri**, the Veronese brand that also promotes Italian excellence and creativity as a core value. The two companies have a well-established collaboration with in-store tasting events held in other cities such as Milan and Tokyo. In the Japanese metropolis, two tastings were organized in store on **February 14**, on the occasion of Valentine's Day, and on **March 14**, for White Day. The latest event took place during New York Fashion Week, presenting the new FallWinter 22/23 collection to a select group of guests, along with the opportunity to taste some of the premium label *Icons* wines produced by the winery.

From New York, the roadshow continues to London. Pasqua Wines explores not only figurative art but also literature and poetry as areas of great artistic value and has chosen the poet Arch Hades to interpret the latest communication campaign.

The artist, recently interviewed by the Financial Times in the insert "*How to Spend It*", participated in a private **London** event organized by the Verona winery.

The venue for the appointment was **Maison Assouline bookstore, centrally located in Piccadilly Circus** and chosen as a tribute to publishing and creativity. During the evening, the artist performed a selection of her poems from her collection *Paper Romance* while guests tasted some of the most prestigious labels available in Great Britain and in many stores in London, including Harrods.

**October 26 and 27** Pasqua Wines will return to the USA, for two appointments at the historic **Rizzoli bookstore on Broadway, the temple of Italian and international publishing in the heart of New York.**

**Alessandro Pasqua, President of Pasqua USA**, will lead a **masterclass** held by **Wine Enthusiast**, the prestigious international wine magazine, that has placed Pasqua Wines among the five finalists competing for the title of "European Winery of the Year" in the 23rd annual Wine Star Awards.

The event on October 26 will be accessible by invitation only. The following day the public will have access to an itinerant tasting in the bookstore, following an imaginary journey into the Italian lifestyle of which the winery is an interpreter and ambassador.

**Riccardo Pasqua, CEO of Pasqua Wines** explains: "*Art is a source of inspiration for us that asks for an open view to the world and its projects. Art undercuts prejudices and teaches us that innovation begins with a deep and grateful knowledge of history and tradition to create momentum*

*towards the new. Our winemaking projects follow the same process with the new that looks at tradition with respect but without restrictions or subjection.”*

**Alessandro Pasqua, President Pasqua USA** echoes, *“We are thrilled to be able to continue an innovative dialogue with the American public, whose appreciation for our wines continues to grow year after year. Organizing a masterclass with a prestigious partner like Wine Enthusiast is a great opportunity and ours will be an unconventional formula. Around a large table set in the heart of the Rizzoli bookstore, 24 select guests will taste and have an open dialogue about our wines. It will not be a traditional masterclass, but more of a forum in which to taste, listen, understand and share in the spirit of Pasqua Wines.”*

**For more information:**

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**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.