PASQUA

PASQUA WINES KEEPS INVESTING IN GROUNDBREAKING VISIONS

From Wine Enthusiast's 96 points to the Merano Wine Festival and Rome, the winery sweeps a series of prestigious awards celebrating new expressive possibilities for wine through oenological research, experimentation and successful partnerships

Verona, November 9, 2026 – The ability to imagine new trajectories for wine, to experiment starting from the product, and to turn research into projects with a strong identity: this is the vision shared by the latest international recognitions earned by Pasqua Wines, beginning with the **Honour Award Merano Wine Festival 2026 – Creativity, presented to CEO Riccardo Pasqua** by Helmuth Köcher, founder and president of the Merano Wine Festival. The award recognizes his creative vision and innovative contribution to the world of wine. It reflects how Pasqua conceives innovation: not as a stylistic exercise, but as a process that starts from the wine itself, from oenological experimentation and the desire to explore new expressive possibilities. The product is the starting point of a strategy that has accompanied the evolution of the Veronese winery for more than ten years. This is Pasqua's **House of the Unconventional:** an identity founded on curiosity, vision and daring, of which the multivintage white icon **Hey French, You Could Have This But You Didn't** is the brand ambassador par excellence.

As confirmation, **the fifth edition of Hey French earned 96 points and was selected as an Editor's Choice by Wine Enthusiast**, one of the leading American wine publications. Meanwhile, **11 Minutes vintage 2025 received 93 points and was named to the magazine's Best Buy** list. These two ratings reward profoundly different projects, in terms of inspiration and profile, but united by a willingness to experiment, with distinctive oenological languages, overcoming conventions and broadening the possibilities for interpreting wine. Stylistic research thus translates into recognizable products, capable of speaking to an international audience with differing consumer sensibilities.

The same attitude is reflected in how Pasqua Wines interprets and talks about wine. Last October, **the company received the Innovation Award from Food&Wine magazine in Rome, which recognized its ability to experiment with new languages and modes of communication**. Alongside the industry's traditional reference points, such as terroir and tasting notes, Pasqua introduces the codes of contemporary art, fashion and lifestyle, building a visual and conceptual narrative that also speaks to Millennials and Gen Z, and turns wine into a form of contemporary culture.

"At Pasqua Wines we often choose harder, less-traveled roads, we like to open ourselves to seemingly distant worlds, and we keep challenging conventions. It's an approach that makes us distinctive in our product, in our communication, and in the experiences we imagine and offer to the public. Receiving these awards is an important recognition of our choices, which are often risky, but above all an incentive to continue down this path, continuing to invest in quality and in the freedom to experiment," **comments Riccardo Pasqua.**

From the Icons to international partnerships, from Charles Smith and Sangue d'Oro, from new oenological projects to contemporary languages, **the journey of Pasqua Wines tells of a vision in which innovation is a daily practice, rooted in the product and capable of generating new forms of dialogue with the world of wine and with younger generations.**

PASQUA

You can find photos here.

About Pasqua

PASQUA is a Verona-based winery founded in 1925 and owned by the Pasqua family. Recognized worldwide as a producer and ambassador of prestigious Veneto wines, the company's ambition is to carry into the future, with renewed stylistic codes, all the winemaking experience built up over more than 100 years of history. Alongside President Umberto work his sons Riccardo Pasqua, CEO; Alessandro Pasqua, Vice President for North America; and Andrea Pasqua, Head of Business Development. With the third generation, the winery becomes the House of the Unconventional, a research laboratory and a space for exchange where quality and creativity take center stage. In its centennial year, Pasqua was chosen by winemaker Charles Smith as global distributor of the House of Smith brands, including K Vintners, Sex and Real Wine, in the latter of which it is also a minority partner. Also in 2025, the Verona winery invested in Sangue d'Oro, the winemaking project in Pantelleria by actress and international style icon Carole Bouquet, acquiring ownership and thus combining oenological vision with the protection of the island's cultural heritage.