



# PASQUA

CORPORATE PROFILE  
2026

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## 01 – Roots

# THE FIRST 100 YEARS OF HISTORY

The second generation  
joined the company

**1960**

Opening of the new headquarters  
in San Felice Extra, Verona

**2007**

The third generation took  
the lead of the company

**2014**

Opening of a new office  
in Shenzhen

**2021**

**1925**

The first generation of the  
Pasqua brothers founded  
Pasqua Vigneti e Cantine

**1980**

Cecilia Beretta  
was founded

**2009**

Pasqua USA LCC  
was founded  
in New York

**2017**

Pasqua Asia Ltd  
was founded  
in Dalian

**2025**

100 YEARS of activity

- Special Projects
- Pasqua x House Of Smith
  - Pasqua x Sangue d'Oro



## 02 – The Company at a Glance

# FACTS AND FIGURES 2025

Turnover 2025	€ 60.1 million
Export quota	86.3%
Bottles sold	11.1 million
Markets covered	74

## Main markets by turnover (in value)

Europe (excl. Italy)	47.5%
Americas	30.3%
Italy	14.0%
Asia	8.2%

## Product types by turnover (in value)

Red wines	42%
White wines	34.2%
Sparkling wines	16.8%
Rosé wines	7%



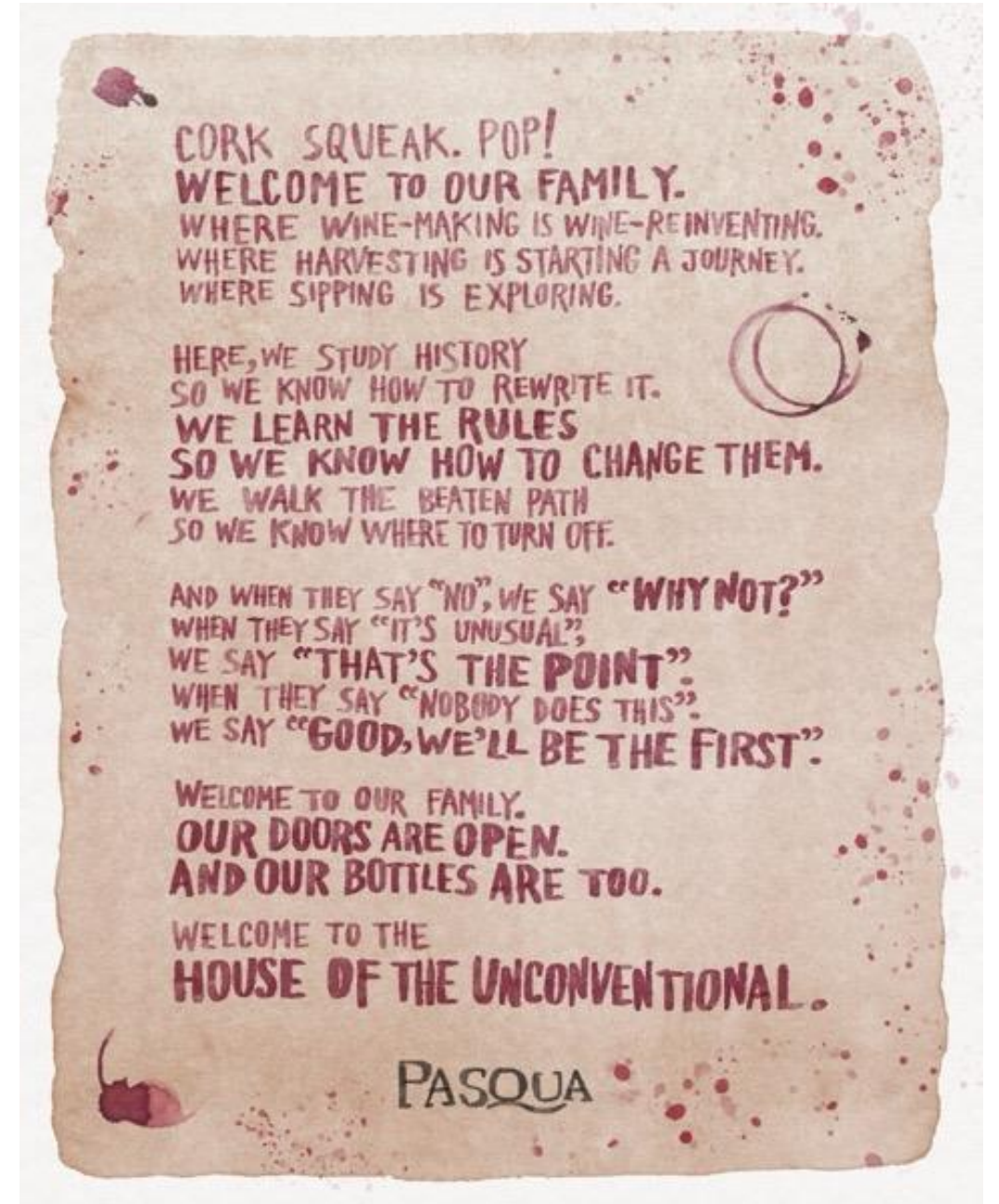
### 03 – Vision

# HOUSE OF THE UNCONVENTIONAL

The **entrepreneurial vision**, introduced with the third generation of the Pasqua family, **today finds its fullest expression in the “House of the Unconventional” manifesto**: a declaration of identity that encapsulates the winery’s spirit and defines its contemporary positioning.

**Boldness, a constant drive for experimentation, and curiosity towards the world** are the values guiding every strategic and production decision.

**The winery’s ambassador wines consistently embody this philosophy, authentically expressing the dialogue between terroir and creative vision.** Each label is born from the encounter of the identity of its place of origin and the ingenuity of those who conceived it, giving life to wines that successfully combine solid roots with an international outlook.





## 04 – Innovation as a Brand Value

# INNOVATION AS A BRAND VALUE

**Innovation** has always been **at the heart of Pasqua Wines' philosophy, since the company's foundation**. Interpreting the terroir and the grape varieties through original winemaking styles is the result of consistent and long-term investments in vineyards, infrastructure, and cellar practices.

The company's ability to act as a **research laboratory**, contributing to the evolution of both the Italian and global wine landscape, earned Pasqua Wines the title of ***Innovator of the Year 2023 from Wine Enthusiast***, one of the most influential international wine publications.

Pasqua Wines is **the first Italian winery to receive this prestigious award**.

Deeply rooted in its territory while strongly focused on the future, the company is recognized for its ability to **combine its 100 years of winemaking tradition with a powerful drive for research and experimentation**, an approach that has led to distinctive, unconventional wine styles.

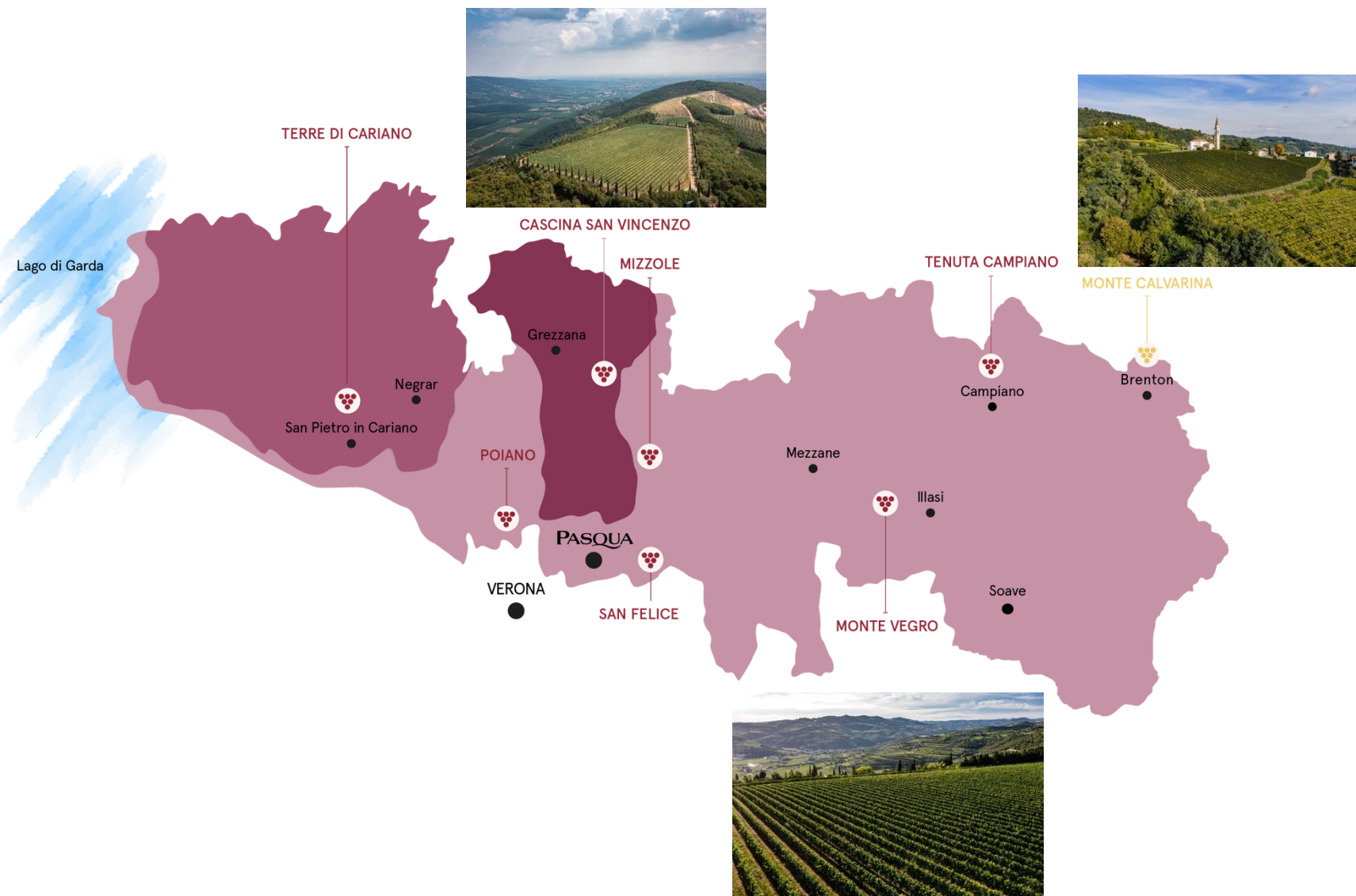


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## 05 – Vineyards

# MAIN VINEYARDS



## CASCINA SAN VINCENZO

- **Position:** Valpantena, 350 m a.s.l.
- **Soil:** Clay-limestone
- **Vineyard age:** 20 years
- **Organic farming**
- **Varieties:** Corvina, Corvinone, Rondinella

## MIZZOLE

- **Position:** Valpantena, 170 m a.s.l., east-facing
- **Soil:** Predominantly clay-limestone
- **Vineyard age:** 30 years
- **Organic farming**
- **Varieties:** Corvina, Rondinella, Oseleta, Cabernet Sauvignon, Merlot

## MONTE CALVARINA

- **Position:** Eastern Soave area, 500 meters a.s.l. at the highest point, south-west facing
- **Soil:** Eruptive basaltic
- **Vineyard age:** 15-30 years
- **Varieties:** Garganega, Pinot Blanc, Sauvignon Blanc

## TENUTA CAMPIANO

- **Position:** San Giovanni Ilarione area, approx. 600 m a.s.l., south-west exposure
- **Soil:** clay-limestone with a volcanic component
- **Vineyard age:** 20-30 years
- **Varieties:** Pinot Noir

## MONTE VEGRO

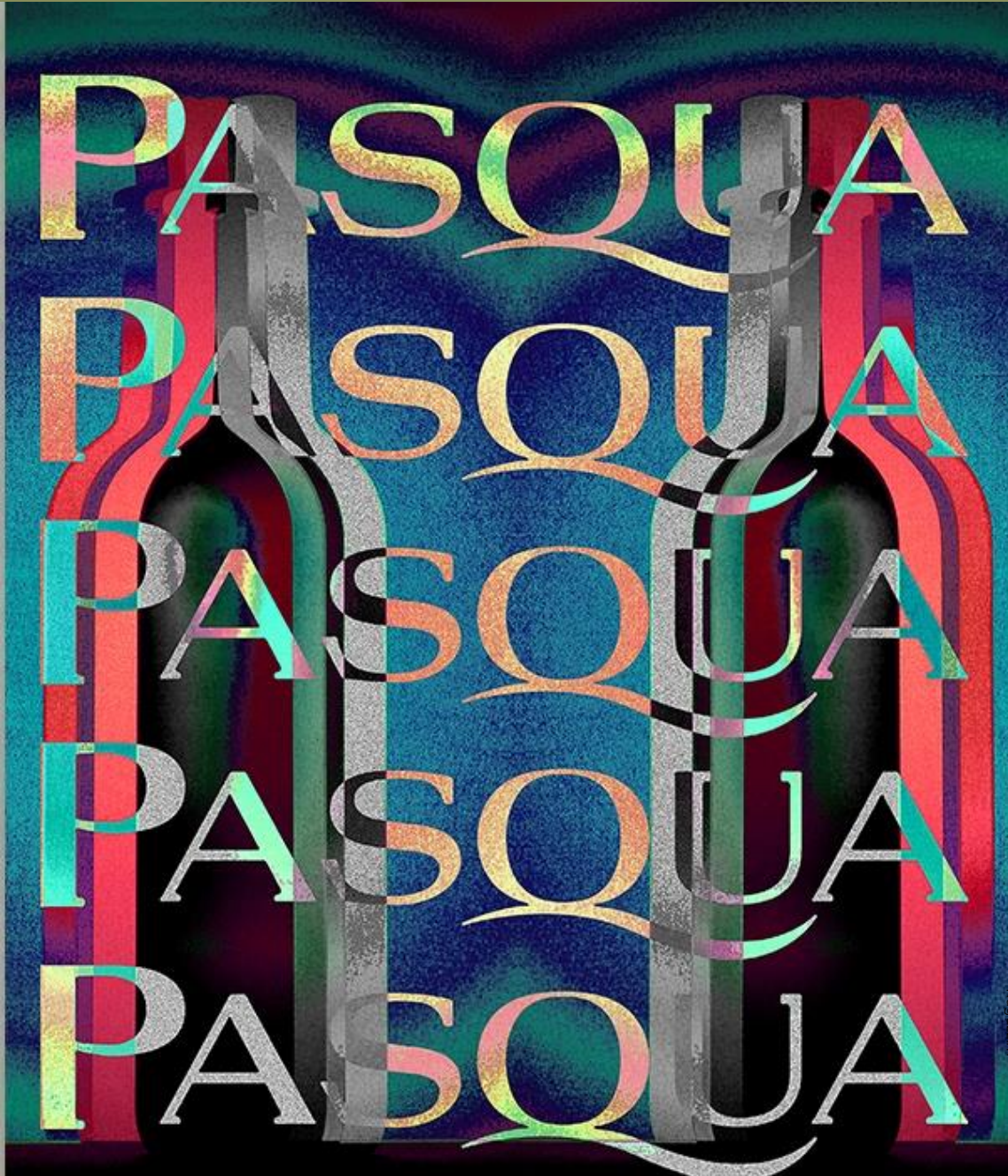
- **Position:** Eastern Valpolicella, 350 m a.s.l., exposed on all sides
- **Soil:** Basaltic-limestone
- **Varieties:** Corvina, Corvinone, Rondinella e Oseleta, Cabernet Sauvignon

## POIANO

- **Position:** Valpantena, exposed on all sides
- **Soil:** Clay-limestone
- **Vineyard age:** 30 years
- **Organic farming**
- **Varieties:** Corvina, Rondinella, Croatina, Corvinone

## SAN FELICE

- **Position:** Entrance to the Valpantena valley, exposed on all sides
- **Soil:** Clay-limestone
- **Vineyard age:** 30 years
- **Organic farming**
- **Varieties:** Corvina, Rondinella, Croatina, Oseleta



Artwork by Enzo Pasquazi

## 06 – Iconic Wines

# FAMIGLIA PASQUA

## The Great Classics

**It is the signature of the first generation, sealing the historic bottles of the great wines of Valpolicella, where oenological culture, the family's winemaking tradition, and the story of the region are encapsulated and reinterpreted by the third generation.**

### **Amarone della Valpolicella Riserva DOCG**

A powerful and expressive Amarone, produced in a limited-edition release, reflecting the excellence of the vintages.

### **Amarone della Valpolicella DOCG**

An Amarone with a deep ruby-red color, appreciated for the breadth and intensity of its aromas. A label fully aligned with the classic tradition, distinguished by the smoothness and richness that only Amarone can offer.

### **Valpolicella Ripasso DOC Superiore**

Rich and velvety on the palate, this Ripasso expresses pronounced aromas of marasca cherry and toasted notes. On the palate it is well-balanced and persistent.

### **Amarone della Valpolicella DOCG and Valpolicella Ripasso DOC Cascina San Vincenzo**

The project Cascina San Vincenzo represents a new milestone in the winery's journey of the winery towards sustainable cultivation and production processes for two of the most emblematic wines of the Valpolicella tradition: Amarone and Valpolicella. The elegance and precision of these wines reveal the continuous evolution of the vineyard's natural character, expressed through its cultivation style and preserved through respectful and meticulous winemaking.



# PASSIONESENTIMENTO

The project dedicated to the appassimento method

**PassioneSentimento** was created in 2014 to highlight the original appassimento winemaking method, a hallmark of the Valpolicella tradition.

The Pasqua family dedicated this line to one of the legends that made Verona famous around the world: **Romeo and Juliet**.

The label offers a contemporary reinterpretation of an image captured by Giò Martorana, winner of the UNESCO Photography Award, portraying the signatures left over time by visitors on the walls facing the house of the city's most famous lovers.



# MAI DIRE MAI

## The Interpretation of the Terroir

In 2016, Mai Dire Mai was launched, Pasqua Wines' most radical interpretation of Amarone.

The Mai Dire Mai line includes a **Valpolicella Superiore**, an **Amarone della Valpolicella** and the **Cabernet Sauvignon Fear No Dark**.

These three remarkable wines are the **result of an innovative interpretation of an exceptional terroir in eastern Valpolicella**: the Monte Vegro vineyard. With a 360° exposure and a predominantly limestone subsoil, this prized vineyard produces wines of great power, aromatic complexity and enjoyable taste.



# 11 MINUTES and Y by 11 MINUTES

The New Style of Italian Rosé

## 11 MINUTES Rosé Trevenezie IGT

11 minutes: the time required for the grape skins, in contact with the must, to release the delicate pink hues of colour and the most intense aromatic components.

11 Minutes, **released in 2017** and **the first label of Pasqua Wines' rosé reinterpretation project**, is a blend crafted from the finest parcels of both native grape varieties, Corvina and Trebbiano di Lugana, and international varieties such as Syrah and Carménère. The vineyard source is located along the shores of Lake Garda.

## Y BY 11 MINUTES Rosé Trevenezie IGT

**In 2021, Y by 11 Minutes was introduced as the most powerful expression of the 11 Minutes project.** The name chosen for the new rosé **symbolically reflects the personality and winemaking style of the wine.**

Just as the letter Y is composed of three parts, this rosé is defined by three distinct souls: two native Veronese grape varieties, Corvina and Trebbiano di Lugana, engaging in dialogue with an international variety, Carménère, all sourced from vineyards overlooking Lake Garda.

**Y by 11 Minutes is distinguished by a bold and multifaceted personality in which contrasting elements coexist:** complexity and freshness from the vineyard; structure and finesse from the varietal blend; and fruity notes with a creamy texture on the palate, derived from the partial oak maturation of the blend. These contrasting elements symbolically converge at the centre of the letter Y, which thus represents the wine's balance and its promise of longevity.



# HEY FRENCH

The Ultimate Expression of Innovation

**In 2019, Pasqua Wines released the first edition of its multi-vintage white wine: HEY FRENCH You Could Have Made This But You Didn't Bianco Veneto IGT**

A wine whose name reveals **a path of experimentation while also standing as a statement of intent towards the great names in the international winemaking tradition.** *Hey French, You Could Have Made This But You Didn't.*

This wine expresses the distinctive character of the vineyards of origin, located across different plots on the Veronese slopes of Monte Calvarina (situated in the easternmost area of the Soave denomination), where the multi-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 and a child prodigy of the new wave of contemporary art.



# PASQUA + SMITH PINOT NOIR

Born from a desire to challenge traditional conventions

**This wine, crafted by four hands,** marks a new chapter in the prestigious **collaboration** between **Pasqua Wines** and Washington State winemaker **Charles Smith**.

Born from a shared desire to challenge traditional conventions and create a new wine-making project together, it is the result of a long dialogue and exchange between **two visions which, whilst resonating with one another, each retain their own identity and remain open to collaboration.** The innovation and uniqueness of this wine fulfil the promise of offering a **radical new vision of Pinot Noir and the extraordinary vineyard from which it originates.** The courage to do something new stems from afar, from the vineyard itself. Cultivating Pinot Noir in Valpolicella was a revolutionary yet decisive challenge in creating a unique wine-making project. The clay that makes up 50% of the soil, the constant breeze that caresses the vineyard, the altitude and the temperature range imbue the wine with a unique character and personality.

**In this wine, the Old and New Worlds meet,** represented by the two wineries that engage in dialogue on the project, creating, through their specific identities and distinctive traits, the space for something new and unique. The Old World is also represented by the amphitheatre-shaped vineyard in Valpolicella, with its distinctive history and beauty, cultivated in an unconventional manner with Pinot Noir. Meanwhile, the winemaking approach that seeks to bring out the fullness of the fruit is typical of the New World.

**At last the multi-vintage blending technique is Pasqua's trademark,** endowing the wine with complexity, structure, personality and a very distinct style, whilst respecting its aromatic delicacy, in keeping with the winery's philosophy.





## 07 – Sustainable Growth

# SUSTAINABLE GROWTH

The winery has long been committed to adopting **business strategies aligned with environmental protection: from minimizing energy consumption to facilities that naturally regulate temperature, from reducing packaging waste (such as glass and paper) to maintaining all major quality certifications including ISO – BRC – IFS, as well as certifications as an organic producer.**

Pasqua Wines is certified to the **Equalitas SOPD standard “Sustainable Organization Module – OS” (version 4)** for vineyard management and grape production, vinification, processing, blending, aging, and bottling of wines.

The certification also covers the control of production and bottling processes.



# IN THE VINEYARDS

## Soil Management

The concept of soil fertility is closely linked to the vegetative-productive balance of the highest-quality vineyards.

**Treatments are carried out exclusively using sulfur and copper, and no fertilization is applied.** The estate also practices grass cover cropping between the vine rows. **Grass cutting is performed solely through mechanical mowing**, without the use of herbicides.

## Irrigation

Water is a precious and limited resource. The estate **does not operate a permanent irrigation system and relies only on emergency irrigation**.

## Vine Management

Vine management focuses on consolidating and maintaining the vegetative growth points identified during winter pruning. Each spring, particularly in younger vineyards, **shoot thinning and canopy management are carried out through variable topping, depending on seasonal conditions**.

## Plant Protection Management

Treatments are performed following a preventive plant protection strategy, with monitoring in the vineyard and checking of weather forecasts. **The dosage and formulation of plant protection products are adjusted according to organic farming regulations**.



Since 2016, the winery has overseen **a 12-hectare vineyard in the Maroni area (Grezzana)**, giving rise to the Famiglia Pasqua – Cascina San Vincenzo line. The project represents **a new milestone in the winery's journey towards sustainable cultivation and production processes** for two of the most emblematic wines of the Valpolicella tradition: Amarone and Valpolicella.

Since 2018, the company has dedicated **2,500 m<sup>2</sup> to a pilot project known as the “Natural Vineyard”**, aimed at **expanding expertise and areas of experimentation**.

In 2024, the winery launched **a beekeeping project in the vineyard to study and protect biodiversity**, with the goal of improving the quality of the environment and production through agronomic practices compatible with the life of bees, true sentinels of the ecosystem. In collaboration with Falasco Apicoltura, **15 hives containing queen bees and worker bees are managed**, confirming the winery's concrete commitment to increasingly responsible and sustainable agriculture.

# IN THE WINERY

**Since 2022**, significant investments have been made in **a new production line**, which replaced the previous one through a process that lasted approximately 18 months and was 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**, aimed at generating the electricity required for the company's operations. Once completed, the system will lead to a reduction of 250 tonnes of CO<sub>2</sub> emissions per year (equivalent to 11,519 trees planted). **The project is scheduled for completion by June 2026 and will provide the winery with energy self-sufficiency for approximately 75% of its total needs.**

**A pilot project is currently under study for the recovery of wastewater through osmosis and ozone dosing.** This new technology will allow a 30% reduction in the volume of water discharged into the municipal sewage network. The recovered water will be used for the irrigation of the company's green areas.



# CORPORATE SOCIAL RESPONSABILITY

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

**Since 2021, Pasqua Wines has been supporting the “67 Colonne per l’Arena di Verona” project**, a major fundraising and corporate membership initiative promoted by the Fondazione Arena di Verona. The initiative aims to strengthen one of the most emblematic institutions for the economy and culture of Verona and its territory, as well as a globally recognized symbol of Italian heritage and identity.

**Supporting emerging young artists through cultural initiatives** is also part of the winery’s philosophy, with a particular focus on digital, multimedia, and contemporary art disciplines.

**The company promotes and supports patronage programmes linked to the world of art and its territory**, thereby contributing to the cultural and creative development of the local community. In return, the winery has received inspiration and new perspectives from the talents it supports, contributions that **also nourish and enrich the company’s vision, particularly in terms of innovation.**



«Supporting of emerging young artists through patronage initiatives is part of the winery's philosophy, particularly in the fields of digital, multimedia, and contemporary art.»



## 08 – Art as Inspiration

# ART AS INSPIRATION

**Art represents a profound source of inspiration for Pasqua Wines:** 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 barriers.



From this perspective the winery's commitment to **engaging with an ever broader audience, particularly the younger generations**, arises: creating **spaces for shared experiences** and bridging gaps through projects that bring together culture, innovation, and artistic sensibility.

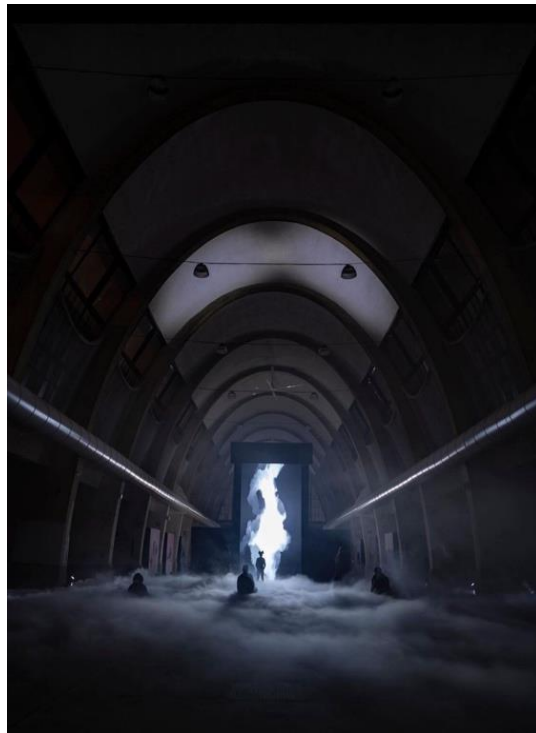
**Since 2018, more than thirty artists and creatives have collaborated with the winery**, giving life to original projects that reinterpret and communicate its identity in fresh and contemporary ways.

A particularly emblematic example is the **press campaign launched in 2021, created by internationally renowned photographer Ale Buset and featuring British poet Arch Hades**: a powerful synthesis of **the central role that art plays in the brand's identity and vision.**

**The deep connection between Pasqua Wines and its hometown Verona is often at the heart of the artistic projects commissioned by the company**, which in recent years have found **Vitality to be the ideal platform for presenting them to the public.**

# *Among the Artists*

*Adalberto Lonardi  
Ale Buset  
Arch Hades  
Enzo Ragazzini  
Filippo Bologna  
fuse\*  
Gaia Alari  
Giuseppe Ragazzini  
Michael Mapes  
None collective  
Sofia Crespo  
Timo Helgert*



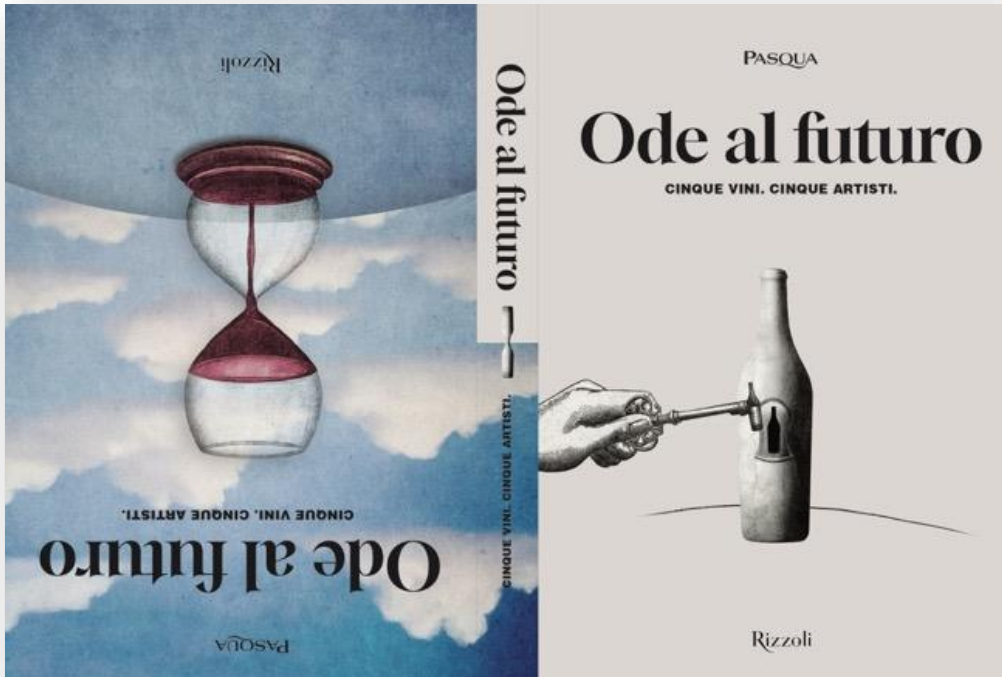
«With wine, art shares a language that is universal.»

# 2025

# ODE AL FUTURO

In 2025, the winery celebrated its first 100 years of history.

“Ode al Futuro” is the **volume**, published by Rizzoli, which together with the spectacular **immersive installation** of the same name, designed for Vinitaly 2025 in the historic setting of Palazzo Giusti in Verona, further strengthens the winery’s commitment to art patronage. Through this initiative, **the winery’s total investments in support of the arts have reached approximately €6.7 million since 2018.**





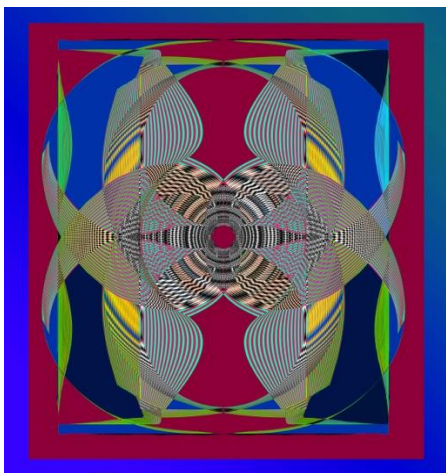
Gaia Alari



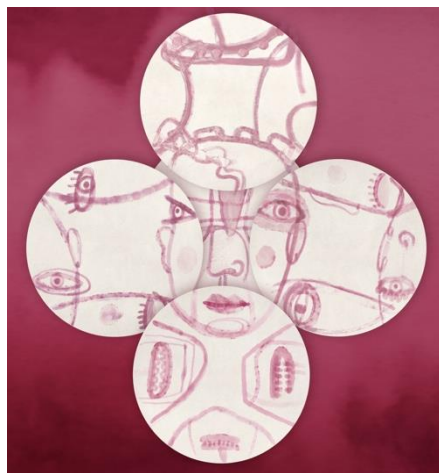
Sofia Crespo



Michael Mapes



Enzo Ragazzini



Giuseppe Ragazzini

*Artists of Ode al Futuro*

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



Artwork by Giuseppe Ragozzini

## 09 – Special Projects

# PASQUA X HOUSE OF SMITH

**Charles Smith has chosen Pasqua Wines for exclusive international distribution.**

In 2025, **Pasqua Wines entered into a new international partnership with Charles Smith**, a wine rockstar and highly visionary winemaker originally from California, now based in **Washington State (USA)**.

Under the agreement, the Verona-based winery becomes **a minority partner in Real Wine** and **the global distributor of the House of Smith brands, including K Vintners and Sex Wines, creating new opportunities for international growth and visibility for the wines of the renowned American winemaker.**



# PASQUA X SANGUE D'ORO

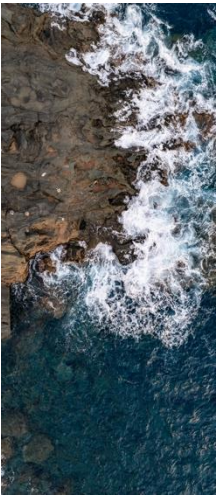
**Pantelleria, a rugged and evocative island, guardian of a unique winemaking heritage, represents Pasqua Wines' new challenge, once again in the year of its centenary.**

**The winery supports the viticultural project of actress and international style icon Carole Bouquet, with the aim of giving new voice and renewed value to the island of Pantelleria, preserving and enhancing its distinctive identity.**

The alberello pantesco training system, which characterizes the production of this wine and is recognized by UNESCO as Intangible Cultural Heritage of Humanity, is a symbol of a heroic viticulture that risks disappearing.

**With Sangue d'Oro, Passito di Pantelleria DOC, Pasqua Wines' vision aligns with that of the Pantelleria winery to carry an ancestral know-how into the future, reinterpreted through contemporary codes.**

It is **a cultural project even before a business initiative**, aimed, also through the commitment of its founder, at restoring visibility and opportunity to a unique territory, its winemaking expertise, and a community that preserves ancient practices with contemporary courage.





## 10 – Cecilia Beretta

# INTERPRETING THE TERROIR

**Owned by the Pasqua family since the early 1980s, Cecilia Beretta** is the wine line that brings out the varietal characteristics of grapes from vineyards spread across the Valpolicella and Soave areas.

The name derives from the **18th-century patron and philanthropist Cecilia Beretta** and the villa where she lived, Villa Beretta, built in the seventeenth century in Mizzole, in eastern Valpolicella. Among the most representative wines in the range, **the Amarone Cecilia Beretta project took shape in 1985 with the first official vintage of Amarone Terre di Cariano**. The vision was clear and ambitious: to create an extraordinary Amarone, capable of expressing the quintessence of Valpolicella and standing out in any context. It is a pioneering project that, whilst deeply rooted in tradition, introduces elements of great modernity.

In recent years, **a significant renewal has been undertaken for some of the most representatives Cecilia Beretta wines**, thanks to the involvement of a unique figure in winemaking: **Graziana Grassini**, one of the most acclaimed oenologists in Italy and heir to the great Giacomo Tachis.

Among the Cecilia Beretta wines that have received the greatest international recognition and critical acclaim are Amarone della Valpolicella DOCG Classico Riserva Terre di Cariano, Mizzole Valpolicella DOC Superiore and Brognoligo Soave DOC Classico – Organic.





## 11 – The Family



**UMBERTO PASQUA**  
*President*

A representative of the second generation of the family. Before becoming President in 2008, he served as the company's Head of Sales and Marketing and Chief Executive Officer. He was also Chief Executive Officer of the real estate company Immobiliare Fratelli Pasqua. He is Vice President of the Federvini Wine Group, Board Member of the Valpolicella Consortium, and Board Member of CentroMarca. He is also Delegate of the Food section in the General Council of Confindustria Verona.



**RICCARDO PASQUA**  
*Chief Executive Officer*

Riccardo, 47, assumed the role of CEO at the end of 2015. He began his career at Pasqua Wines in 2007 and, in 2014, was appointed Sales Director, a role he still holds today. Before being appointed CEO, he led the company's operations in the United States.



**ALESSANDRO PASQUA**  
*Vice President North America*

Alessandro, 42, is Vice President North America and since 2016 has been responsible for sales and marketing for the North American and Canadian markets. Previously, Alessandro gained experience at Bain & Company, working on projects that took him between Italy and Japan.



**ANDREA PASQUA**  
*Head of Business Development*

Andrea, 36, was appointed Head of Business Development in 2025. He began his career in Milan in the financial sector at Rothschild & Co, where he worked on M&A transactions with a focus on the consumer goods and luxury sectors. In 2014, he joined the Wines & Spirits Division of the LVMH Group, working on iconic brands such as Krug and Ruinart. In 2019, he moved to Paris, where he focused on global distribution and M&A operations, overseeing several acquisitions including Château d'Esclans and Armand de Brignac.

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**PASQUA**  
HOUSE OF THE UNCONVENTIONAL