

Pasqua Romeo & Juliet Passimento.

WHY PASSIMENTO ROMEO & JULIET PASSIMENTO?

- The Shakespeare play **"Romeo & Juliet"** was set in **our hometown Verona, Italy** around 1595.
 - This is a story that has captured the hearts of BILLIONS.
- Although the story is fiction, the families are very real,
 - Their homes still stand today in downtown Verona.
- Juliet's balcony where she called out to Romeo is a historic site in the heart of **Verona**.
- **Leading to Juliet's home there is a wall where visitors leave over 3,000 love messages in graffiti every day from all over the world.**
 - This icon is the most famous site in Verona.
- **Our label is a snapshot of this wall, a living piece of art and testament to true love.**

THE WINE

- **Rosso & Bianco are made in the "Appassimento Style"**
 - Grapes are hand harvested and left to dry and concentrate.
 - Loses 30% of the water in the grape
- **Rosso** - Concentrated and complex, intense red berries.
 - 40% Merlot, 30% Corvina, 30% Croatina
- **Bianco** – Intense aromas of citrus, almond & peaches.
 - 100% Garganega
- **Prosecco** - Lively, balanced, & youthful
 - 100% Glera
- **Prosecco Rosé** - Refined, fresh & fruity. ←
 - 85% Glera, 15% Pinot Nero

KEY TAKEAWAY

- Our label is a photograph of the wall outside Juliet's balcony where visitors to her home leave over 3,000 love messages everyday from all over the world.



PASQUA

11 MINUTES ROSÉ

PRETTY, PRESOLD, PRICE, & PROFIT

- Rosé category has lightly contracted but only due to low dollar, Rosé knock off brands.
- Premium + High End + Iconic packaging Rosé have thrived!
 - Whispering Angel, Hampton Water, AIX, Miraval, M, Justin
 - We have more IG followers than ALL of them!
- Rosé is thriving specifically with trendy, eye catching, Instagram friendly brands.
 - Even more growth if the wines is scoring 90+pts.
- **11 Minutes has all - 91 Score + Eye Catching Packaging + IG Followers!**

WHY 11 MINUTES ROSÉ

- **11 MINUTES refers to the perfect amount of time that the grapes contact the skins when pressed.**
- Only proper Provencal Style Italian Rosé
- **The package is remarkable.**
 - Glass closure, unique pass-through label, & delicate shape sets this package apart.
- 11 Minutes is a dedication to Verona's own poet Cattulus from 84AD
 - Featured inside the bottle is Saffo the love of Cattulus

The Wine

- **Corvina** – Brings floral aromas as well as the significant acidity.
- **Trebbiano** - Brings elegance and a long finish,
- **Syrah** - Gives fine fruit and spice notes
- **Carmenère** - Creates structure, ensuring stability glass after glass.

Tasting Note

- Beautiful floral aromas with significant acidity. Elegant fruit and spice with a long aftertaste.

KEY TAKEAWAY

- **11 Minutes is named after the amount of skin contact to the wine in order to make a delicious Italian Rosé from Lake Garda, Italy encapsulated in glass perfection.**



PASQUA



Crystal Closure

JAMES SUCKLING.COM



PASQUA TREVENEZIE 11 MINUTES
ODI ET AMO ROSÉ 2021

Pretty nose with a dried-herb note to the vivid raspberry and grapefruit aromas that extend to a juicy, medium-bodied palate with some generous grapefruit and watermelon in the finish. Very juicy. Drink now. Glass stopper.



6 packs!





PASQUA “BLACK LABEL” PINOT GRIGIO

WHY PASQUA BLACK LABEL PINOT GRIGIO

- NEW from our 100-year-old family winery
- Pinot Grigio is a tried and true classic and Italian favorite year in and year out with your customers.
 - Why not inject some **style** into your Pinot Grigio selection?
- We have elevated our classic Pinot Grigio with
 - **New wine** – Now rested in oak!
 - **New bottle** – Taking cues from our prestigious 96pt Mai Dire Mai Amarone
 - **New crystal stopper** – Ensures airtight seal, taint free quality, freshness, and elegance
 - **SAME great price!**
- Meant to grab the customer who shops with their eyes, and rebuys when they taste the quality!

CRYSTAL CLOSURE



More IG followers than Woodford, High Noon, Whispering Angel!

THE WINE

- Our award-winning Pinot Grigio now sees a second passage in wood for 5 months.
 - More complexity and quality, same amazing price!

TASTING NOTES

- Oak contributes light vanilla, toast, while offering crisp fruit and white flowers.

PRETTY, PRESOLD, & PROFIT

- **Pretty** - It's Pasqua.. Of course, it has style.
 - Glass stopper, unique bottle shape, black label is elegant!
- **Presold** – With over 131+K followers on Instagram we are reaching your customers around the clock!
 - Even more than your top sellers!
 - Combined with our multi-million digital and traditional ad campaign we are driving sales!
- **Profit** – With our new footprint in the US → No price compression!

KEY TAKEAWAY

- Pasqua's 100years of winemaking excellence ensures quality.
- Pasqua's thoughtful marketing, and youthful vision ensures sales and growth.



Pasqua - DESIRE, LUSH & ZIN



WHY DLZ:

- Pasqua family original home was in the Apulia region.
 - This is the dry and hot heel of Italy.
 - Pasqua still owns vineyards in Puglia where we produce “DLZ”
- **When you’re tired of the same pinot noirs or cabernets, try our juicy Primitivo!**
- Since the 1700’s Primitivo or “early ripening” grapes have been bringing body and alcohol to wines!
- In 1999 Italy was allowed to sell “Primitivo” under the name “Zinfandel”
 - UC Davis DNA study found them genetically identical.
- Grapes are hand picked.
- Pressed and left to rest in wood for 6 months.

Tasting Notes

- A wine with a deep red color;
- Warm nose that reveals aromas of plums, red fruit, spicy notes, vanilla, coffee and cocoa.
- On the palate, it is warm and round, full body and tannins are soft and velvety.

Key Takeaway

- DLZ is made at our ancestral vineyards in southern Italy.
- Primitivo is Italian for **ZINFANDEL**.
- Wine is VERY fruit driven, which makes the flavor very **LUSH** and juicy which could be confused with sweet.
 - Broad market consumers LOVE this type of wine.
- Bold packaging, great price point, and lower alcohol will leave consumers **DESIRING** more!

