

Pasqua Vini's HEY FRENCH – You Could Have Made This But You Didn't Ed. III and Ed. IV

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For a hundred years, Pasqua has been a standard-bearer for the Verona production territory, a protagonist of a vision that is both concrete and inspired—and in the case of this wine, audacious.

As is tradition for the Pasqua family, the "Hey French" project begins in the vineyard, in the eastern zone of the Soave denomination. Here, different vintages are selected and then combined in a blend that gives life to a wine of extraordinary aromatic and gustatory complexity.

The opportunity to taste two editions of this project, III and IV, allowed us to understand the wine's sensory evolution and

to delve into the dynamism and substance of this product, which is fortified by a harmony common to both wines.

The minerality imparted by the volcanic soils merges with the roundness from aging in wooden barrels, bestowing these wines with potential longevity. This characteristic emerged clearly in both editions, where the common denominator is always minerality, both on the nose and on the palate. In version III, this has finely evolved, enriching its balance. At the same time, we found version IV to possess a full and enveloping roundness (particularly in its taste) thanks to greater freshness, dictated by a linear acidity that cleanses the palate and invites another sip of these long-lived wines.

The “crispness” and “versatility” of Garganega, the principal grape of this area, are harmonized in both versions, starting from the breadth of spring flowers and fruit on the nose, to a touch of well-balanced medicinal herbs on the palate, which grants stylistic harmony to both editions. We clearly appreciated the harmonic similarity that is, at the same time, distinct, with a pleasantness that is well-defined yet united by an excellent cleanliness—the result of well-executed winemaking.

Hey French is Pasqua's manifesto of innovation, its most daring creation from an oenological perspective, extending all the way to the label—a creation by CB Hoyo, an artist of French origin famous for his provocative works. Creativity and the ability to inspire are intended to be the distinctive features of the Pasqua brand, which is appreciated for its strong identity and dynamism.

We recommend tasting the two versions together and, if possible, with your eyes closed, to immerse yourself in the stylistic art of those who can appreciate every subtle nuance in their different yet intriguing personalities.

Company Profile

PASQUA VIGNETI E CANTINE, founded in 1925, is a historic Veronese wine company owned by the Pasqua family and celebrating its 100th anniversary in 2025. The company is internationally recognized as a producer and ambassador of prestigious wines from Italy's Veneto region. With a century of winemaking expertise, Pasqua looks to the future with a renewed stylistic vision that blends tradition and innovation. Today, President Umberto Pasqua leads the company alongside his sons: Riccardo Pasqua, Managing Director, and Alessandro Pasqua, President of Pasqua USA. With the introduction of the *Pasqua House of the Unconventional* manifesto, today the company aims to be a laboratory of innovation and dialogue, where quality and creativity take center stage.

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