Pasqua Vini’s Mai Dire Mai Amarone della Valpolicella

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Let’s take a moment to celebrate! It’s not our birthday, but in 2025 will be the anniversary of the founding of this forward-thinking and incredibly dynamic company in Veneto – specifically from Verona. One hundred years and going strong, with renewal and continuous evolution across generations leading the company. These are the winning assets today, alongside the unmistakable quality of the wines they produce.

Today, we toast with the King of Valpolicella, a cornerstone of Pasqua winery’s range: the Amarone. We’re tasting the “*Mai Dire Mai*” Amarone della Valpolicella DOCG 2016 vintage, raising a glass to this significant milestone.

The 2016 vintage boasts excellent aging potential. Despite the rainy season and a modest yield in the vineyard, it delivered

all the balance required for an outstanding Amarone.

This iconic wine from Pasqua is made from a single vineyard located in the eastern part of Verona, where clay and limestone soils give a delightful mineral balance to both the nose and the palate.

After a three-month drying process post-harvest, the pressed grapes give life to the "*Mai Dire Mai*" Amarone, which matures and develops in new oak barrels specially selected for this wine over the next two years, followed by adequate bottle aging.

The "*Mai Dire Mai*" enchants with its enveloping aromas of noble spices and wild berry preserves. Its minerality shines through beautifully, harmonizing seamlessly with the palate. The finish is remarkably persistent, further enhancing the wine's distinctive and embracing mineral notes.

We wish Pasqua Vini to continue its success in conveying its identity and style to consumers in global markets, just as it has done throughout its first century of existence.

Company Profile

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.

PASQUA VIGNETI E CANTINE

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