

Pasqua Vini's HEY FRENCH – You Could Have Made This But You Didn't

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Hey French is the most recent expression of the innovative soul of Pasqua Vini, a company historically dedicated to the production of high-quality red wines, inspired by the desire of making a white wine able to stand its ground against wines that come from much more suitable areas of the planet. In the project's spirit, this provocative label has been the protagonist, during the last Vinitaly Edition, of an exclusive event "Carte blanche – Six innovative whites from around the globe", guided by Jeff Porter of Wine Enthusiast.

The grapes were harvested in a 4 and a half hectares vineyard on Monte Calvarina, in the Soave area, with a maximum altitude of 600 meters on the sea level and a south-west exposure.

The height and the close proximity to the Monti Lessini grants this micro-environment cool and windy summers with great thermal excursions.

Hey French combines the characteristics of 3 complementary wine varietals and the 2023 edition represents the blend of the best vintages of the last decade (2019, 2018, 2020, 2017, 2016). The company, depending on the harvest, reserves a portion of the harvest to have a great “palette” of nuance at disposal to which they can source to create the perfect *bouquet*.

During a blind tasting, the 3rd edition of the Hey French draws attention, among other white wines of great prestige from around the world, for its remarkable freshness, for its great minerality and its important structure and complexity. The aromas that can be found in the glass varies around chamomile, citrus fruits and delicate notes of dried fruit and white pepper.

Hey French has the qualification to express a great ageing potential. The longevity, in fact, is the main objective that Pasqua Vini set for this innovative enological project.

The Hey French 3rd edition has obtained 92 points by James Suckling, the Miglior Bianco, the Miglior Veneto IGT and the Oro WOW! Rewards in The Italian Wine Competition. It also obtained 94 points in the Annuario Migliori Vini Italiani by Luca Maroni.

This product has what it takes to accompany with elegance the sea-food in the most prestigious wine lists of the Italian, European and American market.

Company Profile

Pasqua Vini is an ambassador for Amarone della Valpolicella and Venetian wines globally. Soon to celebrate its first 100

years, the Verona-based company is now in its third generation with Riccardo, the CEO of Pasqua Vini, and Alessandro, President of Pasqua USA. Pasqua wines are available in major markets worldwide, where they are appreciated for how they combine a strict adherence to tradition with an innovative and visionary spirit. This approach recently earned the company, the first Italian company to do so, the title of Innovator of the Year at the 24th Annual Wine Star Awards. Its entrepreneurial values, inspired by the preservation of Veneto's winemaking heritage and the support of the artistic and cultural heritage of its hometown, Verona, are reflected in its unconventional and strongly identity-driven communication strategies. These strategies are expressed through support for the contemporary art world and artistic collaborations with prominent figures in the global cultural landscape.

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