

MASI

THE VENETIAN ART OF WINEMAKING



With roots in Valpolicella Classica, Masi produces and distributes Amarone and other premium wines inspired by the Venetian territories' values. The Masi story began in 1772 when the Boscaini family acquired prestigious vineyards in the small valley called "Vaio dei Masi," which is the origin of the company's name.

Instagram masiwines

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Via Monteleone 26
37015 Sant'Ambrogio di Valpolicella (Verona) - Italy

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Terroir

With more than two hundred years of caring labor in the region, the Boscaini family has selected the best vineyard sites in the foothills and hilly areas of Valpolicella. Particular attention has been paid to enhancing individual sites (cru vineyards) that express the terroir's excellence and produce wines with unique personalities.

Valpolicella Classica is a valley subdivided into three constituent valleys: Negrar, Marano, and Fumane. This territory, mainly hilly, extends north of Verona to the foothills of the Veronese Prealps. Lake Garda is its western border, and the Lessini Mountains protect to the east and north.



Indigenous grapes

The Veneto region in general, and Verona in particular, pose a rich heritage of grape varieties. Over time, however, only three of these: Corvina, Rondinella, and Molinara, have played an essential role in producing Valpolicella's most typical wines.

Corvina – the most important variety in the region – provides body, delicate aromas, reddish-purple color, and characteristic hints of ripe cherries.

Rondinella – provides tannic structure, color, and a refined bouquet.

Molinara – gives the wine freshness, acidity, and intense spiciness.



Appassimento

Appassimento is the process of natural partial dehydration of grapes to produce a greater concentration of colors, aromas, and flavors in the wine. Since partially dried grapes also have a higher concentration of sugars, this system is often used to make sweet or very concentrated wines. In Veneto, grape drying is also regularly used to produce dry wines. Entirely made from grapes left to dry for an extended period, Amarone is the genre's supreme expression.

OUR WINES

Costasera

*Amarone della Valpolicella
Classico DOCG*

Grapes: 70% Corvina,
25% Rondinella, 5% Molinara

Origin: Veneto, in the historic
Valpolicella Classico.

Type of Soil: Friable red
limestone with Cretaceous
period marl.

Ageing Potential: 30-35 years



Riserva Costasera

*Amarone della Valpolicella
Classico DOCG Riserva*

Grapes: 70% Corvina,
15% Rondinella, 10% Oseleta,
5% Molinara

Origin: Veneto, in the historic
Valpolicella Classico.

Type of Soil: Loose red soil
on Eocene limestone and tight
packed red soil on basalt.

Ageing Potential: 30-35 years



Campofiorin

Rosso del Veronese IGT

Grapes: 70% Corvina,
25% Rondinella, 5% Molinara

Origin: Vineyards in the
stream-filled valleys of the
Veronese hills.

Type of Soil: Very deep alluvial
terrain on eocenic limestone.

Ageing Potential: 15-20 years



Brolo di Campofiorin

Rosso del Veronese IGT

Grapes: 80% Corvina,
10% Rondinella, 10% Oseleta

Origin: Veneto.

Type of Soil: Very deep alluvial
soil on eocenic limestone.

Ageing Potential:
Up to 20 years.



Bonacosta

Valpolicella Classico DOC

Grapes: 70% Corvina,
25% Rondinella, 5% Molinara.

Origin: Valpolicella Classico
zone.

Type of Soil: Red calcareous
sediments on basalt.

Ageing Potential: 3 years



Masianco

Pinot Grigio delle Venezie DOC

Grapes: : 85% Pinot Grigio,
15% Verduzzo

Origin: Friuli, Venezia.

Type of Soil: Mainly calcareous
sediments on basalt and clayey
ground.

Ageing Potential: 3 years



Technical group

Coordinated by Raffaele Boscaini, Masi Technical Group comprises experts from different disciplines — agronomists, oenologists, quality control, marketing, and sales. The group also works with national and international institutions and universities.

As a historic producer open to change through innovation, Masi has created groundbreaking expertise in the *Appassimento* technique. The Masi Expertise Appassimento logo on wine labels attests to Masi's specialization in Appassimento in the 21st century, ensuring authenticity and quality.

**MASI EXPERTISE
APPASSIMENTO**

Raffaele Boscaini

POS material



Case Sleeve



Brochure



Crumbers



Corkscrew

Notes

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