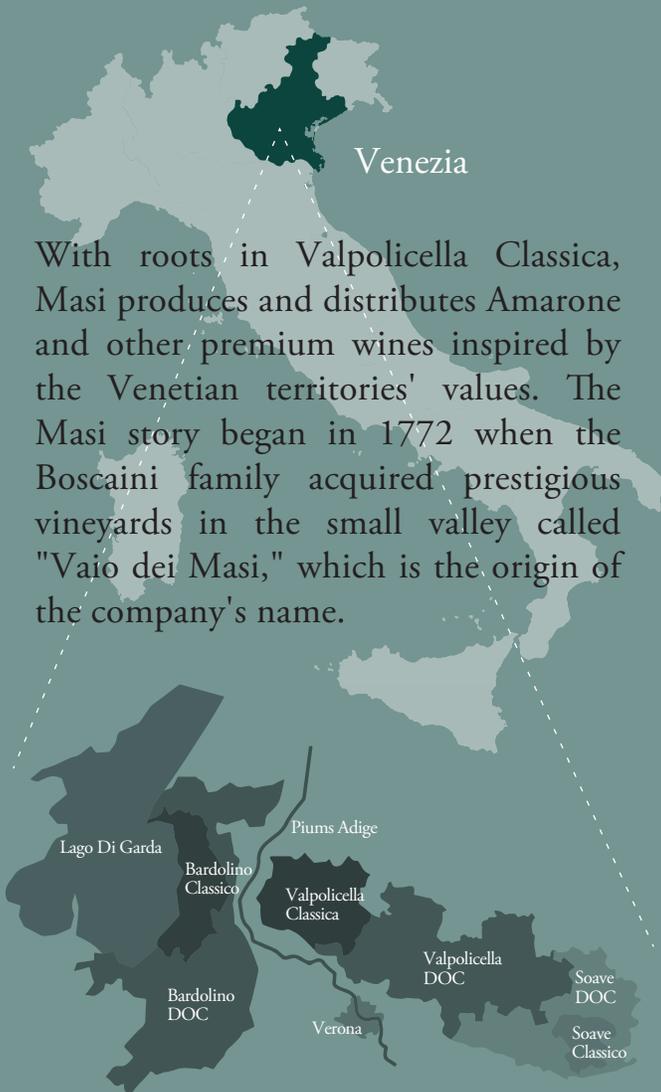


# MASI

## THE VENETIAN ART OF WINEMAKING



Venezia

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.



### *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.

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# 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.



## POS material



Case Sleeve



Brochure



Crumbers



Corkscrew

## Notes

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