

MASI

THE VENETIAN ART OF WINEMAKING



With roots in Valpolicella Classica, Masi produces and distributes Amarone and other premium wines inspired by the values of the Venetian territories.

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.

 masiwines

 MasiWineExperience

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 the enhancement of individual sites (cru vineyards) that express the excellence of the area and produce wines with unique personalities.

Valpolicella Classica is a valley that is 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 provide protection 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 important role in the production of 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 strong 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 the Veneto, grape drying is also regularly used to produce dry wines. Entirely made from grapes left to dry for a long period of time, Amarone is the supreme expression of the genre.

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

Co-ordinated by Raffaele Boscaini, Masi Technical Group includes experts from different disciplines – agronomists, oenologists, and experts in quality control, marketing and sales – and works with national and international institutions and universities to generate outstanding winemaking knowledge and progress for the region.

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 the authenticity and quality of the wine.



Pos material



Crumbers



Wine Key

For commercial purpose only, 2020 update.

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