

MASI®

CAMPOFIORIN 2016



Masi's original "Supervenietan" made with the double fermentation method: a red wine made from local Veronese grapes vinified fresh from the harvest and then re-fermented with a small percentage of semi-dried grapes of the same varieties. The wine splendidly encompasses the qualities of the Verona area: the excellence of the zone, the highly individual style of the indigenous Veronese grape varieties, and the originality of the techniques of "appassimento" (semi-drying) and Masi double fermentation. Combining simplicity and grace with power and majesty. Rich, full-bodied, round and velvety, with an ageing potential of 10 to 15 years. Campofiorin is a registered Masi trademark.

Classification	Rosso del Veronese IGT.
Origin	Vineyards in the stream-filled valleys of the Veronese hills which enjoy similar pedoclimatic conditions to the original "Campofiorin" vineyard in Marano di Valpolicella. Very deep alluvial terrain on eocenic limestone.
Grape varieties	70% Corvina, 25% Rondinella, 5% Molinara.
Vinification	Masi double fermentation method. Fermented wine from the fresh grapes is re-fermented with 25% of whole semi-dried (dried for about six weeks) grapes of the same varieties. This fermentation lasts for about 15 days at 18-20°C. The malolactic takes place immediately afterwards. The process enriches the wine in alcohol, in colour, in extracts and in soft and elegant tannins, bringing also new flavours and perfumes at the same time.
Maturation	Minimum 18 months in wood, 2/3 in Slavonian oak barrels of 90 hl, 1/3 in Allier and Slavonian new barrels of 600 liters, and min. 3 months bottle ageing.
Ageing potential	15/20 years.



The term **Appassimento** certifies Masi's expertise in the appassimento method in the XXI century and is used in the symbol that appears on the back label of each Masi wine made with semi-dried grapes.

2016 vintage	2016 is the year when consistency and stability returned to climatic conditions, with no excesses in terms of temperature or humidity. Hot, sunny days and cool nights made for ideal ripening conditions; the grapes finished completely healthy and with sugar and acidity levels good enough to make this one of the best vintages of the last 50 years. The harvest began in mid September.
Tasting notes	Bright ruby red in colour. Intense and elegant aromas of ripe cherries, raspberries and sweet spices on the nose. Firm and well balanced structure on the palate, with smooth tannins and lively acidity. Long finish with flavours of berry fruit and spices.
Food pairings	A very versatile wine. Perfect with many different kinds of food such as pasta with rich sauces (based on meat or mushrooms), grilled or roasted red meats, game and mature cheeses. Recommended drinking temperature 18°C (64°F).
Data analysis	Alcohol 13.23% by vol., residual sugar 0.4 g/l, dry extract 27 g/l, total acidity 5.17 g/l, pH 3.43.

1964 – 2014: CAMPOFIORIN. BORN UNIQUE

30 September 1964 was the date of the first Campofiorin harvest, carried out in the soft hills of the Verona region. Made in a fashion that Hugh Johnson himself describes as an "ingenious technique", Campofiorin is unanimously acknowledged to be "a wine with stupendous body and complexity, the prototype for a new style of red wine from Verona" (Burton Anderson). So this wine, which is now part of Valpolicella's history, and one of the best-loved classics of the Italian wine tradition in the world, is now fifty years old.

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