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# MASInews

## 03/2015

NEWS – JUNE 2015



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## MASI AT EXPO 2015

“Feed the Planet, Energy for Life”, the core theme of the Expo exhibition that has just opened in Milan, has a natural place in the world of wine. In fact, for the first time in history a Universal Exposition event contains a pavilion dedicated entirely to wine, spearhead of the agri-business of our country, the world’s leader in wine exports. Wine is an excellent foodstuff because of its calorific value, but it’s also a “cultural nutriment”, bearing witness to the extraordinary diversity and richness of the various regions of our country, with their millennial traditions and cultural heritage.

Masi has a place in the Wine Pavilion as part of various high-level corporate presentations.

- In the space dedicated to the Istituto del **Vino Italiano di Qualità Grandi Marchi** (Institute of Italian Quality Wine – Major Brands), together with which Masi pursues a strategy of exhibiting the best of Italian wine production at an international level, the following wines are on tasting: **Riserva di Costasera Amarone**, **Bossi Fedrigotti Fojaneghe** and **Serego Alighieri MontePiazzo**.
- Masi is also present as part of the Associazione delle **Famiglie dell’Amarone d’Arte** (Amarone Families’ Association), which protects and promotes top quality

Amarone on the world market. Wines for tasting here are Costasera Amarone and Serego Alighieri Vaio Armaron.

- The space dedicated to the Ministry of the Environment also highlights the “**Viva Sustainable Wine**” project which Masi takes part in through its organically-run **Poderi del Bello Ovile estate in Tuscany**.

Our presence at Expo is also supported by a full programme of “fringe” activities:

- Masi is a full partner in the “**WineMi**” initiative, a collaboration between Milan’s most historic “enoteche” wine shops (Enoteca Ronchi, Enoclub Malfassi, Radrizzani Drogheria, Cantina di Franco, Cantine Isola) and chosen producers: Bellavista, Ceretto, Col d’Orcia, Masi, Rocca delle Macie, Tasca d’Almerita.
- Other local establishments, such as the famous **Biffi** in Galleria Vittorio Emanuele, have also chosen to give Masi heightened visibility in the period of Expo.
- Piazza Gae Aulenti, the attractive new centre for “Milan of the future”, is the site for “Panorama”, an imposing octagonal structure put up by the **Altagama Association**, inside which visitors see film projections about Italian know-how and iconic products, as represented by the top brands of “Made in Italy”, one of which is Masi ■



MILANO  
FEEDING THE PLANET  
ENERGY FOR LIFE



## WINE SPECTATOR: 92 POINTS FOR COSTASERA 2010

An important score has come through for our flagship **Costasera Amarone 2010: 92/100** (Wine Spectator, May 2015) – an exceptional result that confirms its reputation as a wine that

is great value-for-money. Here is the very positive tasting note: “Beautifully balanced and integrated, this offers sweet dried cherry and date fruit, as well as savory accents of loamy earth,

herb and smoke. Fresh and focused, with a silky texture that carries a streak of minerality on the finish. Drink now through 2030” ■



## JAMES SUCKLING SCORES OUR AMARONES

The latest scores from American wine critic and journalist **James Suckling** show various of our wines to be in the “more than 90/100 points” bracket; specifically: the two Amarones from the **Cantina Privata Boscaini** collection (Campolongo di Torbe and Mazzano) and Costasera, the most famous Amarone in the world, recently praised by Wine Spectator as well. Good scores also for Campofiorin, whose fiftieth birthday we are celebrating now, and for the special cuvée version Brolo Campofiorin Oro.

The relative tasting notes follow here:

### **Campolongo di Torbe 2007: 92/100**

Candied fruits on the nose with watermelon and dried cherry. Hints of lemon drops too. Full body, silky tannins and a tangy finish. Firm and pretty. Drink now.

### **Mazzano 2007: 93/100**

Aromas of sultana, dried fruits and leather follow through to a full body with firm, chewy tannins and a cedar, mahogany and light raisin finish. Almost bitter and dry. Drink now.

### **Costasera 2010: 94/100**

I like the austere yet generous character to the Amarone with cocoa powder,

dark berries and fresh lemon rid. Some wet stones as well. It’s full-bodied yet firm and fresh. Clean and bright finish. Drink or hold.

### **Campofiorin 2011: 90/100**

A tangy, friendly, fresh red with dried cherry and lemon zest. Medium body, clean finish. Hints of dried cherry and cedar. Some wet earth. Delicate and delicious. Waiting for a pizza. Drink now.

### **Brolo Campofiorin Oro 2010: 90/100**

A chewy, almost gritty red with dark-berry and dried-cherry character. Very intense. Medium body, fine tannins and a delicious finish. Drink now ■



## MASI TECHNICAL GROUP INFORMS



## HARVEST AND APPASSIMENTO AT MASI TUPUNGATO, ARGENTINA

1 May 2015

At the close of both the harvest and the Appassimento stages for grapes picked at our **Masi Tupungato estate in Mendoza**, Argentina, it is clear that the year was certainly historic from the climatic point of view. Intense periods of rain characterised the entire growing and ripening period, climate conditions completely the opposite to the normal, which usually involve long dry periods and very infrequent rainfall (average 200 - 220 mm/year).

The Appassimento period had 10-15% greater air humidity than the average recorded in Tupungato for the last 15 years. The grapes dried more slowly than usual and all varieties –Pinot Grigio, Corvina and Malbec – needed 5 more days than usual to complete the process.

Climatic conditions this year favoured the production of grapes with high acidity, with malic acid readings of more than 1g/lt, and with intense depth of colour: clearly ideal conditions for the production of our Tupungato Appassimento wines, which, we are pleased to say, are now



certified organic as from this vintage. The Pinot Grigio grapes used for the production of **Passo Blanco** 2015 were picked in mid-February and laid out to dry for about 20 days. Fermentation was carried out at 15-18 °C for about 25 days. The Pinot Grigio will be blended with the Torrontés, picked in early April and now in the last stages of fermentation.

The Malbec grapes for **Passo Doble** 2015 were picked between mid and late March, while the Corvina grapes were laid out to dry between the end of March and the beginning of April. The Corvina have now finished an

appassimento period of about 25 days and are currently undergoing refermentation with the Malbec. Malbec fermentation is also coming to a close for **Corbec** 2015, while the Corvina component for this wine is half way through its fermentation. This year's Passo Doble and Corbec, which will be ready for their malolactic fermentations shortly, will have greater aromatic complexity and high acidity for a long period of time.

For more information on Masi Tupungato estates in Argentina, please visit the new website realised by AQuest: [www.masitupungato.com](http://www.masitupungato.com) ■



## CAMPOFIORIN, THE ORIGINAL IS ONLINE

## CAMPOFIORIN

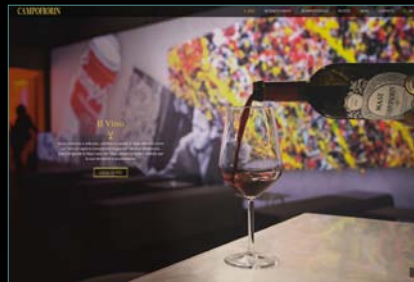
IL VINO RICONOSCIMENTI #CAMPOFIORIN50 RICETTE NEWS CONTATTI IT / EN

Masi has launched a new website, [www.campofiorin.com](http://www.campofiorin.com), dedicated to its iconic Campofiorin wine on the occasion of its 50th birthday.

The website has a contemporary graphic design and has content ranging from the history of this unique wine, first created in 1964, to the latest news and events that have Campofiorin as the protagonist. For this 21st century communications project Masi has chosen to use the services of **H-Farm**, the technology centre based in Treviso which works on Web, Digital and New Media projects at an international level. One of its start-ups, called **Life**, has been chosen to work on the project.

A unique section of food recipes inspired by Campofiorin and crafted by foodblogger **Sigrid Verbert** has been implemented for our gastronomic food and wine fans. "Campofiorin has been part of world cuisine for over five decades now, and its versatility means it perfectly matches different culinary traditions. This is an example of eclecticism and harmony in the food and wine world – a wine that can be exciting on any occasion." said **Raffaele Boscaini**, part of the seventh generation of the owning-family at Masi, and a food enthusiast himself.

The food recipes section will expand week-by-week to enable fans from around the world to share unforgettable memories related to wine through social media, using the hashtag **#Campofiorin50**. Related competitions will be held on Instagram

CAMPOFIORIN  
L'ORIGINALE

In ogni goccia  
cinquant'anni di storia



and Twitter particularly, throughout the summer. Recipes will be published first on the web, and will then

be collected together in a bilingual (Italian and English) publication to be launched at Vinitaly 2016 ■



# The Recipe



## SWEET CIAMBELLINE RINGS WITH RED WINE AND FENNEL SEEDS

PAIRED WITH CAMPOFIORIN MASI



### Ingredients for 100 ciambelline:

- 400 g flour
- 150 g sugar+ 50 g for dusting
- Powdered yeast: knife point
- Pinch of salt
- 150 ml extravirgin olive oil
- 150 ml Campofiorin
- 1 tsp fennel seeds (optional)
- 1 tsp natural extract of vanilla

### Preparation

1. Mix the flour with the sugar, the yeast, the fennel seeds and the salt. Pour mixture onto a board and make a well in the centre.
2. Pour wine, vanilla extract and olive oil into the well and blend quickly with the flour mixture to make a soft but compact dough.
3. Tear off pieces about the size of a mandarinorange, roll out into 1 cm diameter strings, cut into 10cm lengths and form into circular rings. Roll the ciambelline rings in sugar and arrange on a baking tray.
4. Bake for 20 minutes at 180 °C.