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NEWS – JULY 2015

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XXXIV MASI PRIZE SATURDAY, OCTOBER 3, VERONA



Now in its **34th edition**, the **Masi Prize**, in all of its different categories, aims to underline how Venetian values succeed in finding their finest interpreters, who look to the future with intelligence, sensitivity and a strategic vision. The **Masi Civiltà Veneta Prize** this year goes to: **Elisa**, an artist with origins in Monfalcone, who stands out for the emotional universe of her music, a journey in search of personal freedom; **Carlo Rovelli**, born in Verona, an internationally famous scientist who combines the rigours of theoretical physics with a capacity to communicate with the general public; and **Massimiliano Alajmo**, from Padua, one of Italy's and the world's most famous chefs, whose work is based on delicacy, deep flavours and fluidity.

The **Grosso d'Oro Veneziano** goes to the **Italian Navy (Marina Militare Italiana)** in the person of its chief of staff, **Admiral Giuseppe De Giorgi**, in recognition of its noble humanitarian rescue operations in the face of the thousands of immigrants who have risked their lives for years, often grievously exploited and in desperate conditions, crossing the Mediterranean to escape from war, dictatorship and inhuman ways of life. The **Civiltà del Vino Prize** goes to **Giuseppe Martelli** for his contribution to culture and the world of wine through his commitment to its institutions. As Director General of Assoenologi he has given voice and institutional framework to the great professionalism of the authors of the current success of Italian wines ■

MASI AGRICOLA IS LISTED

We are delighted to say that the national and international press has received the news of **Masi's launch** on the **Stock Market** on **30 June 2015** with enthusiasm. Shares in Masi are now officially traded on the Italian AIM market, the section of the Italian Bourse dedicated to small and medium sized companies. Masi is the first quality wine producer to seek finance in

this way and its launch was the biggest operation yet completed on AIM Italia. Here is the comment from Masi's President, **Sandro Boscaini**: "Today, we are the first wine producer to be publicly quoted in Italy and one of the first in Europe. I hope that other producers will see us as pioneers: the wine sector needs putting in order in the context of a very diverse group of producers who

confront a market that is increasingly global. We want to do our bit, but to maintain our identity, our DNA. Contact with nature, the many meanings of wine, the world of terroir and the culture of a territory, these are the values that Masi intends to keep unaltered while remaining in the small circle of leading brands of Italian quality wine producers" ■



PASSO DOBLE 2012 WINS AWARD FROM SELECTION

Top scores for **Passo Doble Masi Tupungato** in the famous German "Taste Magazine" called **Selection** – this year the **2012** vintage gets a **Gold Medal (4/5 Stars)**.

Passo Doble is one of the Masi Tupungato wines, which, together with **Passo Blanco** and **Corbec**, are all produced on organically run vineyards. This project sees Masi bringing the grapes and the production methods of the Venetian regions to Argentina, particularly the Appassimento technique, which gives a unique personality to these three wines. Masi's philosophy of care and respect for the environment is perfectly realised in the company's Tupungato Valley vineyards, which are a flourishing reserve for



native flora and fauna. As a mark of respect for this unique land, Masi has integrated its operation with the surrounding environment on the estate, setting aside an eco-sustainable reality in which an important oasis of biodiversity can flourish.

11 cerros, or small hills, make up about 20 hectares of land which has been left uncultivated. One of these contains an authentic nature path, on which different species of flora and fauna are identified, and which can be visited ■

MASI GREEN: PICNIC IN THE VINEYARDS



Great success for the **“Picnic in the Vineyards” Masi Green** event (strictly women only!) in the delightful setting of the **Serego Alighieri estate** in Valpolicella.

The evening’s ingredients: good wine and good food in the name of eco-sustainability, in line with Masi’s organic wine-producing policies. Delicious food, with vegan and vegetarian options too, was matched with

organically-produced Masi wines: **Passo Doble** and **Corbec** from the **Masi Tupungato estate in Argentina** and **Poderi del Bello Ovile** from the eponymous estate in **Tuscany**.

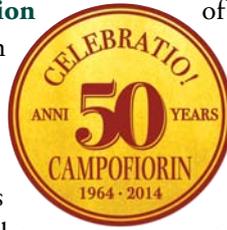
The picnic set-up was also made out of strictly recycled materials, including some great ways of re-using our packaging: wine boxes became picnic hampers and Masi pallets were used to make informal dining spaces. ■



#CAMPOFIORIN50: WIN THE INSTAGRAM COMPETITION

It's online the **first international competition** dedicated to the iconic wine Campofiorin in order to celebrate its **50th anniversary**. The competition will take place on the specialist photographic social media website, **Instagram**, with hashtag **#Campofiorin50**. The theme has been set as **"The Wonderful Sixties"** to celebrate the fact that Campofiorin's first vintage was in 1964. How do you take part? Fans and lovers of this wine from all over the world are invited to share their photos of the "The Wonderful Sixties". Inspire yourself with the creativity, passion and beauty of the decade, from fashion to design and music, and share your photos on Instagram with the hashtag #Campofiorin50.

The best photos will be published on the **Facebook page of @Masi Wine Experience** as well. And at the close



of the competition on **30 September** the most original photographers will get surprise prizes, concluding the first of the three years of festivity for Campofiorin. "Celebrations for 50 years of Campofiorin are continuing, supported by activity on social media sites that involves all our admirers and many wine experts!" – comments

Raffaele Boscaini, part of the seventh generation of family owners at Masi and its Marketing Director – "This contest is intended to bring the Masi brand closer to the consumer, involving the consumer in its story and communicating the joie de vivre that Campofiorin represents. It's a wine with a long history, but still modern and versatile, and perfect on every occasion, a wine that has already been a great inspiration and which will certainly continue stimulating the imagination of its many fans" ■



Your Sixties Pics

Partecipate from 20.07 to 20.09

Take a photo and take part in a competition dedicated to the marvellous Sixties. Publish a picture on Instagram which depicts the world of design, music or fashion from that era and share it using the hashtag #Campofiorin50.

Throughout the competition period, Masi will give away numerous prizes and surprises to some of the lucky participants. At the end of the contest, the jury will select the 3 best images and award an exclusive prize to each of the 3 finalists.

You've got until 20 September to take part. Looking for inspiration? Party with us and dive into the world of the Sixties.



The Recipe

SWEET ROASTED VEG WITH CORIANDER PESTO

A SUMMER RECIPE PUBLISHED ON THE FAMOUS DAILY MAIL
AND PAIRED WITH MASIANCO

Serves 4 people:

- 2 medium sweet potatoes, peeled
- 1 large aubergine
- 1 red onion
- 1 red and yellow pepper, de-seed
- 1 fennel bulb, quartered, core removed
- 2 medium courgettes
- 6 tbsp olive oil
- 2 tsp za'atar herb mix (see tip, below)
- 2 handfuls of fresh coriander
- 2 cloves garlic, peeled
- 5 cm (2in) piece of ginger
- 1 tbsp pine nuts, lightly toasted
- 1 ½ tbsp lime juice

Preparation

Preheat the oven to 200°C/fan 180°C/gas5. Cut all the vegetables into even-sized chunks.

Put the sweet potatoes, aubergine and onion on the tray, and the peppers, fennel and courgettes on the other one all in an even layer.

Drizzle over half the oil, za'atar and season generously. Cook for around 35-40 minutes, until cooked and beginning to caramelize around the edges. Turn the vegetable carefully halfway through.

Meanwhile, whizz the coriander, garlic and ginger in a food processor to a coarse paste, add the pine nuts and the rest of the oil and pulse to combine, still retaining some texture.

Add lime juice to taste. Pile the veg onto a serving platter and drizzle over the coriander sauce.

This is equally good hot or at room temperature.