

MASI. THE MISSION

The production of high class wines, rooted in the values of the Venetian territory, using principally native grapes and traditional production methods, with constant technological updates, contributing to raise the image of Venetian wines to the highest level on an international basis.



A FAMILY BUSINESS

Masi: 250 years of harvests, family and business

Masi's story began back in 1772, the date of the very first harvest of the Boscaini family in the fine vineyards of «Vaio dei Masi», the valley in the heart of Valpolicella Classica. After 250 years of passionate labour, the sixth and seventh generations of the family continue to work enthusiastically on the estate today.

The use of native grapes and methods and the research and experimentation carried out by its Technical Group make it one of the most renowned Italian producers of excellent wines in the world. The reference point for Amarone production is the technique of *Appassimento*.



IMMERSED IN NATURE, AT WALKING PACE

Care and respect for the environment are part of the culture and philosophy of Masi

A careful interpretation of the life and work of the company business explains the reasons behind the motto that has always inspired the Boscaini family and Masi, «immersed in nature, at walking pace» and shows the validity of the integrated model adopted during the 250 years of operation and continuity over the generations.

The company today adheres to the 2030 Agenda for sustainable development, which defines the seventeen goals set globally by all members of the UN, taking balanced account of the three dimensions of sustainable development: economy, society and environment.

Sandro Boscaini “Amarone e Oltre”, Egea Bocconi



VALUES AND COMMITMENTS

Passion, tradition and research underpin Masi's production philosophy

Masi Agricola Spa, as a local business, is fully aware of its role and responsibilities within the vine-growing and wine-making community and has made attention to health and safety in the workplace, environmental protection, product healthiness and the enhancement of human resources, cornerstones of its corporate culture and relations with everyone it works with, adopting an Integrated Management System aiming to assure continuous improvement and voluntarily

undergoing external audits by a certification body. This is why the company's management team seek constantly to promote the dissemination of the values and commitments on which the company direction is founded, guaranteeing awareness of the contents and adhesion to the principles adopted.



RESPECT FOR THE ENVIRONMENT

Masi is very much aware that the route to sustainable development calls for environmental protection policies, tools and action lines

A sense of responsibility towards future generations requires a major commitment to a careful use of natural resources and the minimisation of impacts. As evidence of the attention paid to the environment and its protection, Masi has drawn up an Environmental Policy that not only stresses the constant compliance with all provisions of law and applicable regulatory requirements, but also formalises the company's commitment to continuously improve its environmental performance

to reduce the impact of its production site and structures, as well as that of the activities, services, products and logistics. Masi undertakes to invest technical, economic and professional resources as necessary to fully respect the Policy guidelines. Maintenance of ISO 14001 certification is a concrete result, which highlights Masi's commitment and investments towards and in the protection of the environment and the drive towards continuous improvement.



HEALTH AND SAFETY AT WORK

In going about its business, Masi considers human health and safety at work an essential duty

This is why it undertakes to respect the dignity of collaborators and foster their individual growth, promoting training and awareness-raising activities aiming to increase the sense of responsibility and the culture of health and safety. To this end, it undertakes not only to comply with the law but also to implement a governance system that is in line with international laws and standards, voluntarily certified, aimed at preventing and reducing incidents, damage and illness in the workplace and guarantee safety at work for collaborators, third parties and all those

involved in the business processes, adopting risk assessment systems, machinery and equipment compliance with the highest safety standards and the most appropriate procedures and measures. The Company's management team makes human, instrumental and economic resources available for the pursuit of the objectives of assuring continuous improvement in worker health and safety, as an integral part of its business and as a strategic commitment with respect to the company's more general aims.



FOOD SAFETY

Our products as a tangible expression of values cultivated over time

It is the experience and knowledge gained over a long family history that conveys care, passion and craftsmanship from generation to generation. This translates into quality production based on processes and materials that satisfy food safety and hygiene criteria in compliance with standards in force on the subject and in respect of the regulations governing the vine-growing and wine-making sector, as well as production rules. This commitment is implemented and maintained with the continuous update to ensure compliance with

rules, timely adjustment of company prerequisites and existing management systems to bring them into line with changing requirements, technical skills of collaborators guaranteed by constant training programmes, enhanced awareness and an increase in the levels of excellence. To this end, the company's management promotes the implementation and monitoring of an effective food safety management system, in compliance with international standards, voluntarily undergoing certification audits by independent third parties.

