



MASI WINE
EXPERIENCE



SEASON 2022



Our story begins in the 18th century with the Vaio dei Masi, the first vineyard acquired in the heart of the Valpolicella Classica region, still jealously guarded by us today. The sixth and seventh generations of our family are delighted to welcome friends and wine lovers to share the emotions that come from the region and its products through the Masi Wine Experience.

Share our passion for our work, and for living in an environment full of nature, history, tradition and innovation. Welcome!

Alessandra, Sandro, Bruno, Mario, Giacomo, Raffaele and Anita Boscaini



THE PLACES OF THE MASI WINE EXPERIENCE



VALPOLICELLA
Cantine Masi



VALPOLICELLA
Possessioni Serego Alighieri



LAZISE DEL GARDA
Masi Tenuta Canova



VALDOBBIADENE
Canevel



CORTINA D'AMPEZZO
Masi Wine Bar Al Druscié



GERMANY
Masi Wine Bar Munich



ARGENTINA
Masi Tupungato



‘Masi Wine Experience’ is the hospitality and culture project that Masi offer visitors by opening the doors of its historic sites in Valpolicella and other places of hospitality, where its spirit and values are expressed.

For having created ‘an experiential tour linked to wine and having transformed it into an opportunity for learning, insights and leisure.’ Masi won the Best of Wine Tourism award, thereby entering the world network of Great Wine Capitals.



SANT'AMBROGIO DI VALPOLICELLA | ITALY

MASI CANTINE

THE HOME OF AMARONE



CANTINE MASI

TOURS & TASTINGS



MASI'S HISTORIC HEADQUARTERS is located in the heart of the Valpolicella Classica, a territory that extends over the hills between Lake Garda and Verona. Masi is a recognized leader in the production of Amarone, which stands out from other great wines not only because of its use of grape varieties typical of this area of the Venetian region, but above all because it is produced with dried grapes. The ancient *Appassimento* drying technique consists in letting the grapes rest on bamboo racks during the winter months to concentrate aromas and flavours in the wine.

This unique process takes place in the *fruttaio* or **drying room** which is the first stage of the guided tour. Later guests descend into the **large cellars dedicated to ageing in wooden barrels**, then into the **modern experimental cellar**, where the Masi Technical Group tests the most innovative winemaking systems in collaboration with international research institutions.

At the end of the tour, guests are given a tasting of five different expressions of great Amarones selected from prestigious vintages.



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1. Masi headquarters in Sant'Ambrogio di Valpolicella 2. Sandro Boscaini, 'Mister Amarone', President of Masi
3. One of the niches used to keep old vintages of Amarone 4. The inestimable Costasera Riserva, one of the five cru Amarones produced by Masi





SEREGO ALGHIERI

WHERE HOSPITALITY HAS BEEN A NOBLE ART

POSSESSIONI SEREGO ALIGHIERI

TOURS & TASTINGS | WINE SHOP | GUEST HOUSE | COOKING CLASSES
EVENTS | TEAM BUILDING



THIS ENCHANTING ESTATE lodged in the hills of Valpolicella was bought by Dante's son, Pietro Alighieri, in far-off 1353, and had already made a name for the excellence of its vineyards then. At the beginning, the house was more like a large farmhouse than a villa, but from the mid-1500s it was gradually transformed into today's magnificent mansion, where the poet's descendants, now in their twenty-first generation, still reside.

Today, the property shows visitors the soul of Valpolicella and its historical memories. In the **cellars, cherry-wood barrels** are still used according to ancient tradition, alongside the more usual oak barrels, and still appreciated today for the exquisite aromas they give to the wine.



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1. The vineyards and park inside the wall that surrounds the Villa
2. The historic cellars imbued with the aromas of cherry-wood casks
3. Vaio Armarone Amarone, one of the Top Ten wines in the world, according to Wine Spectator
4. The ancient 'fruttaio', the loft for grape drying



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5. Open-air event in the Park 6. One of the eight apartments for guests at the Foresteria 7. Serego Alighieri is the ideal location for receptions with style



In addition to visiting the **winery** and the **historic *fruttaio* drying rooms**, guests can also discover the complete range of Serego Alighieri and Masi wines at the **Wine Shop**, taste them and find how best to match them with typical local dishes.

The product of the skilful restoration of the Villa's ancient farm buildings, the ***Foresteria*** has eight apartments decorated in elegant country-manor style where guests are surrounded by vineyards and nature. Breakfast is ample, served in the garden overlooking the Villa's grounds, and includes jams made from estate produce.

It is always a pleasure to take a stroll in the **park**, with its shaded corners providing the most popular spots, its majestic trees and paths that wind through **meadows** and **vineyards**.

Stays on the property can be even more active, since the ***Foresteria*** includes a fully equipped **Cooking School** and **bright rooms for conferences**, as well as **spaces for smart receptions**.



LAZISE DEL GARDA | ITALY

MASI

TENUTA CANOVA

A WIDE-RANGING HOSPITALITY



MASI TENUTA CANOVA

WINE BAR «VINO E CUCINA» | WINE SHOP | TOURS & TASTINGS
EVENTS | TEAM BUILDING | WINE DISCOVERY MUSEUM



WINE&FOOD LOVERS FEEL AT HOME at Masi Tenuta Canova, conveniently located on the outskirts of Lazise, in the hinterland of Lake Garda. Visitors admire not only the welcoming atmosphere and the quiet elegance of the interior and exterior spaces, but also the integrity of a cuisine that is seasonally based. The tour of the estate starts from the *belvedere*, with views that span the countryside from the vineyards to the hills of Valpolicella, and on up to the mountains.

The **drying room, or *fruttaio***, where the grapes are left to wither before pressing, is the next stop, followed by the maturation cellars **where the famous Campofiorin is left to age**.

A **Wine Shop** with the complete range of Masi wines is located in the heart of the premises. It is also possible to taste and compare products from the various different Masi estates in the '**Vino e Cucina**' Wine Bar, where wines can be matched with food dishes inspired by local tradition.



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1. A wide courtyard and beautiful view over the vineyards 2. Deep in the countryside of Lake Garda, Tenuta Canova has over 40ha vineyards 3. The complete range of wines from the Masi Group is available in the Wine Shop 4. The 'Vino e Cucina' Wine Bar offers wines to pair with food based on regional cuisine



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5. The Wine Bar, ideal for an aperitif or a tasting 6. The cellars used to age the famous Campofiorin 7. The new Wine Discovery Museum

LAZISE DEL GARDA | ITALY
MASI TENUTA CANOVA



In good weather, the attractions of Tenuta Canova are further enhanced by the chance to eat wonderful food outside, under the silvery branches of the olive trees. Suitable for families, groups of friends, and individuals too, there's always a restrained buzz of conviviality to be found in the **courtyard**, while the versatile spaces of the cellars and the drying loft are able to host conferences and events.

Moreover, in the **Wine Discovery Museum** a multimedia tour takes visitors closer to the culture of 'vines and wines' through the history of the Boscaini family and Masi's current activities in its various locations. The centre of the museum is a **giant 50,000-litre wooden vat**, 5 meters high, where the phenomenon of fermentation is made real with images, perfumes and sounds captured live. Immersing oneself virtually in the purple magic of fermentation is an exciting and educational experience at the same time; enjoyable for the kids, too.



VALDOBBIADENE | ITALY

CANEVEL

SPUMANTI VALDOBBIADENE

A CHÂTEAU IN A SPARKLING WINE LAND

VALDOBBIADENE | ITALY

CANEVEL

TOURS & TASTINGS | EVENTS | WINE SHOP | TEAM BUILDING



SURROUNDED BY ROWS OF GLERA, the Prosecco grape, Canevel is part of a landscape that UNESCO has declared a World Heritage Site. Canevel is a true château, a rare set-up for this area where grape cultivation and wine production are often two distinct activities.

Ever since its foundation in 1979, the company has focused on perfecting the complete supply chain: from grape production and vinification to the induction of bubbles through the unique “Setàge” method, so called because of the silkiness (*seta* = “silk” in Italian) of the mouthfeel caused by the fine and elegant bubbles created in a slow process at controlled low temperatures.

Here guests are welcome to **visit the estate** and **taste the entire Canevel range**: sparkling wines from the historic denomination of Valdobbiadene Prosecco Superiore Docg which are fresh and fragrant, with distinct elegance.



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1. A welcome to the village
2. The quarters in the heart of the village
3. The church spire, from Alasi
4. The complete village
5. The shops

CORTINA D'AMPEZZO | ITALY

MASI

WINE BAR
AL DRUSCIÉ

HIGH ALTITUDE AMARONE

MASI WINE BAR CORTINA

WINE BAR | RESTAURANT



IN CORTINA D'AMPEZZO, Masi welcomes guests at Col Druscié, at an altitude of 1778 metres, at the first stop of the *Freccia nel Cielo* cable car that rises from the heart of the 'Pearl of the Dolomites' to Cima Tofana. The Masi Wine Bar is a favourite for skiers, hikers and lovers of the more worldly delights of Cortina, all eager to relax with a glass of fine Amarone on the **solarium**: the **terrace** with breathtaking views of the Dolomites.

Located just opposite the legendary Ski World Cup championships slope *Col Druscié A* and where the 2026 Winter Olympics will be host, the venue welcomes guests with **informal elegance, combining traditional Ampezzo style with a contemporary feel**.

Food and wine temptations are not lacking here: the **entire range of Masi wines can be enjoyed with traditional Venetian dishes**, where wine also becomes an ingredient, such as in 'risotto with Costasera Amarone' ...not to be missed!



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1. The Masi Wine Bar in the heart of the Dolomites, sited on the slopes used for the Ski World Cup 2. The interior mixes traditional Ampezzo style with the contemporary 3. Fashion designer Lavinia Biagiotti celebrates with our Amarone 4. Sun, relaxation and excellent wine with views over the Dolomites



MUNICH | GERMANY

MASI

WINE BAR
MUNICH

AMARONE URBAN STYLE

MUNICH | GERMANY

MASI WINE BAR MUNICH

WINE BAR | RESTAURANT



THE MASI WINE EXPERIENCE REACHES MUNICH, in the ultra-central Maximilianstrasse, the street of luxury fashion stores whose shop windows emerge from the sumptuous 19th century buildings. The new Masi brand house offers a **pleasant break in an elegant space** with contemporary design furnishings, brought to life by the warmth of true Italian conviviality.

The wine list boasts more than 50 different labels of the cellars and the guest can accompany a glass of prestigious wine with an irresistible choice of snacks or alternatively opt for a preferred combination with one of the dishes on the **menu, inspired by the tradition of Veneto** but revised creatively with a touch of the contemporary.

The inside ambiances are complemented by the **display area facing out onto Maximilianstrasse** and the **internal garden**, perfect for a break in the sunlight or business meetings and private events.



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1. The elegant interior spaces with contemporary design furnishings 2. The perfect combination in an atmosphere of warm conviviality 3. A pleasant stay for a cosmopolitan clientèle 4. The stallage facing out onto Munich's most exclusive street, Maximilianstrasse



MENDOZA, VALLE DE UCO | ARGENTINA

MASI

TUPUNGATO

ARGENTINIAN SOUL, VENETIAN STYLE

MASI TUPUNGATO

TOURS & TASTINGS | WINE & FOOD



IMMERSED IN A STUPENDOUS NATURAL SETTING, Tenuta La Arboleda is located in Argentina's most important wine region, the province of Mendoza.

Masi Tupungato is an **oasis of biodiversity**, rich in native flora and fauna. Its **vineyards**, which grow varieties from both the Veneto and Argentina, are **farmed organically**.

Two techniques imported from Valpolicella are also fundamental: **brief drying (*appassimento*)** for the grapes to give depth and finesse to the wine; and the use of 600-litre Veronese wine barrels for ageing, as in all the Masi wineries.

The tour includes a visit to the winery's nature reserve, and concludes with **a tasting of wines that combine 'Argentinian soul with Venetian style'**, paired with local gastronomic specialties.



1. The Masi Tupungato winery with views of the Andes 2. Tasting in the open air 3. Humidity is ensured by water running down the walls in the barrel room 4. The 'Reservorio', a small lake to provide the water needed to grow grapes from the Venetian region

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MASI
WINE BAR
CORTINA

CORTINA D'AMPEZZO | ITALY

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Start from Via dello Stadio, 12 first stop of the "Freccia nel Cielo"
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