

# COSTASERA

## The kingdom of Amarone Masi

Costasera: the slopes facing the sunset in the Valpolicella Classico region, the best ones for producing high-quality Amarone. Here, where the day is longer, the vines that face Lake Garda benefit from the reflection of its light and from its mild climate.

Since the 1960s Masi experts have noticed the superiority of west-facing sloping sites,

and of the secrets of its production. But they also know that there are certain details that can make for an even more perfect product in any hand-crafted production process. The Costasera slopes make all the difference: longer sunlight, more brightness from reflected light, and soft, caressing breezes.

Once the grapes have been picked, Ma-

heart was remarked on by Sheldon Waserman: «It (Masi) is one of the most serious and dedicated producers of Veronese wines. Their Amarones are not surpassed by any one».

Costasera is the latest expression of Masi's long relationship with the kingdom of Amarone. [SB]



Photo 1: Slopes facing the sunset in Valpolicella Classico.

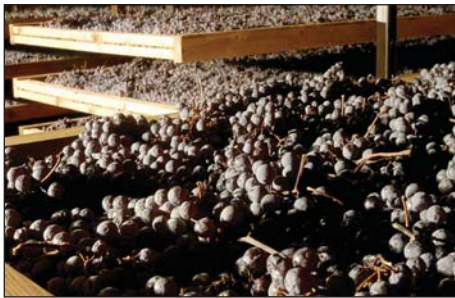


Photo 2: Grape drying on traditional bamboo racks (arele).



Photo 3: «Natural appassimento super assisted» in the Gargagnago drying loft.

such as, for example, the single vineyards of Mazzano, Campolongo di Torbe and Vaio Armaron, the historic Serego Alighieri cru site. Masi agronomists and enologists are well aware that Amarone is a wine unique in its origins, its ancient grape varieties (Corvina, Rondinella and Molinara) and its production methods (vinification of grapes that have been semi-dried on racks for 3 to 4 months),

si's technical expertise kicks in: the use of bamboo racks only in temperature and humidity controlled conditions (induced natural drying) and the deliberate exposure to botrytis cinerea (noble rot). There is also a rigorous control of the times and temperatures of fermentation with the use of *Saccharomyces bayanus*, a rare yeast producing high levels of alcohol. Finally, Veronese barrels are used for a perfect maturation process, traditional 600 litre-barrels reintroduced by the company's technicians as the answer to which is the best barrel type for this particular kind of wine.

All these details are the fruit of an evolution that gives a unique personality to Amarone Costasera, a modern wine with an ancient heart. This modernity was recognised by Jancis Robinson: «Masi is the house that has perhaps done most to revive local wine-making pride». The ancient

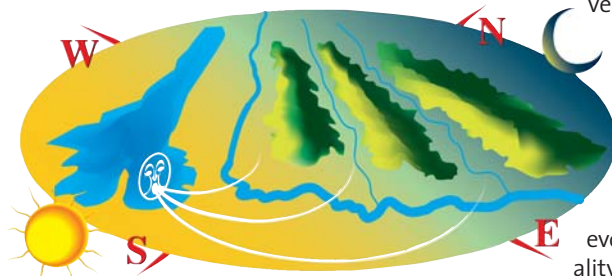


Figure 1: The positive exposure and beneficial influence of Lake Garda on the Costasera (evening slopes) in Valpolicella Classico.

