

MASI CAMPOFIORIN

The original “supervenetian red”

"Campofiorin adds a little something to all our lives, like a wonderful book, like a verse from Homer, like the feel of a single bunch of grapes in the hand"; that's what Goffredo Parise said in *Corriere della Sera* in 1985. Campofiorin was created by Masi in 1964, the happy result of an intuitive experiment. It is a classic “supervenetian red”, a

ness of its production method. The alluvial soil, the Corvina, Rondinella and Molinara grape varieties, and the technique of secondary fermentation using partially dried grapes are fundamental factors making up the unique and innovative personality of this wine, which is exclusive to Masi (Campofiorin is a registered trademark of Masi).

Over the years Campofiorin has been developed to its maximum potential; the latest development is the "Brolo di Campofiorin" cuvee, which is made only in the best years from a Corvina dominated blend, and aged for a long time in small barrels made of carefully selected wood.

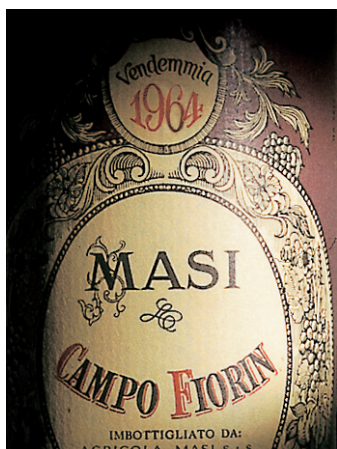
Campofiorin is deliberately made to be a wine with good drinkability and to combine both power and structure at the same time. The Brolo cuvee has an intense fruitiness and elegance that make it one of the best examples of a classic modern Italian wine. Both versions are extremely versatile food wines. All these factors explain their success.

Campofiorin has uniquely been described as *"a table wine of luxuriant size and complexity, the prototype for the new style of Veronese red"* (B.

Anderson) Masi is proud to have created a completely new category in the ranks of Veronese winemaking, a class of wines that stands between the elegant simplicity of the Classic and the complex majesty of the Amarone, a benchmark category for other wines. Campofiorin of course, with its unique personality, will always remain the primus inter pares of “supervenetian reds”.



Sandro Boscaini, Masi president, in the drying lofts.



1964: the first vintage of Campofiorin.

wine that the producer imbues with the viticultural, enological and cultural values of the Veneto through the use of modern wine-making methods. In short, it demonstrates the excellence of its terroir, the outstanding character of local grapes, and the unique-



In the historic Venetian area, the premium viticultural zones are to be found on hilly terrain.

