

MASI CLASSICS

Traditionally avantgarde

The world of wine is changing; in structure, look, quality levels and direction.

Masi manages these changes by constant research into the fashions and forms that best represent tradition and actuality, in a modern way.

The Masi Classics are the re-

to these considerations thoroughness and an attention to detail: in the vineyards with the use of selected local clonal varieties, and research into the right blend of grapes to be used; in the cellars with the use of the appropriate fermentation and ageing vessels, and



sult. They give expression to the values of the Venetian terroir, the openness of its people and its patrimony in terms of grapes and local winemaking methods. These are fundamental, intrinsic and immutable values that the minimalist design of the Classic label range underlines.

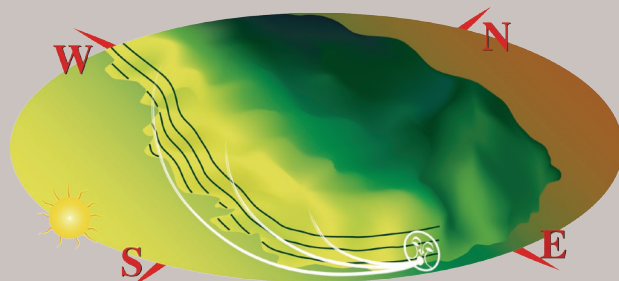
The Masi technical group adds

the correct length of maturation to enhance natural freshness and elegance in the wines; and in packaging with the use of the synthetic cork to eliminate bacterial contamination and preserve fruitiness.

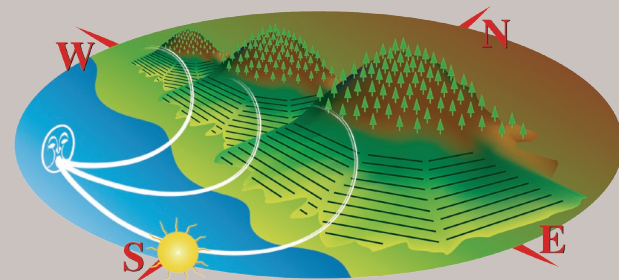
Bonacosta, Frescaripa, Levarie: traditionally at the forefront of modernity, fashion classics, forever.



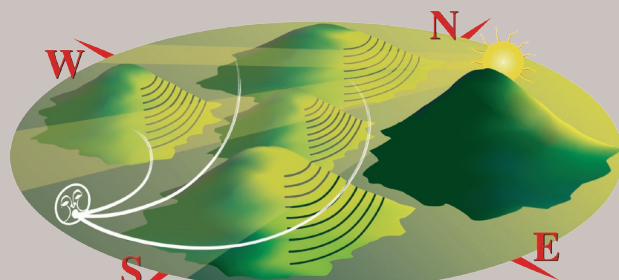
"Classico" wine areas of Verona.



Bonacosta: the gentle foothills of the slopes where grapes for Amarone are grown are naturally rich in topsoil and benefit from the valley breezes and an excellent exposure to the sun.



Frescaripa: the name alludes to the hillside vineyards of the Bardolino Classico zone. Here the surrounding woods and fresh breezes from Lake Garda create an especially temperate microclimate.



Levarie: the name refers to the eastern slopes of the hills in the Soave Classico region which enjoy the light of the early morning sun, promoting both elegance and softness in the wines.