

MASI®

Campofiorin 2007

One of Masi's unique speciality wines, made with the Masi double fermentation technique. A red wine made from local Veronese grapes vinified fresh from the harvest and then re-fermented with a small percentage of semi-dried grapes of the same varieties. The wine splendidly encompasses the qualities of the Verona area: the excellence of the zone, the highly individual style of the indigenous Veronese grape varieties, and the originality of the techniques of "appassimento" (semi-drying) and Masi double fermentation. It combines simplicity and grace with power and majesty. Rich, full-bodied, round and velvety, with an ageing potential of 10 to 15 years. Campofiorin is a registered Masi trademark.



Classification	Rosso del Veronese IGT.
Origin	Vineyards in the torrential valleys of the Veronese hills which enjoy similar pedoclimatic conditions to the original "Campofiorin" vineyard in Marano di Valpolicella. Very deep alluvial terrain on eocenic limestone.
Grape varieties	70% Corvina, 25% Rondinella, 5% Molinara.
Vinification	Masi double fermentation method. Fermented wine from the fresh grapes is re-fermented with 25% of whole semi-dried (dried for about six weeks) grapes of the same varieties. This fermentation lasts for about 15 days at 18-20°C. The malolactic takes place immediately afterwards. The process enriches the wine in alcohol, in colour, in extracts and in soft and elegant tannins, bringing also new flavours and perfumes at the same time.
Maturation	Minimum 18 months in wood, 2/3 in Slavonian oak barrels of 90 hl, 1/3 in Allier and Slavonian new barrels of 600 liters, and min. 3 months bottle ageing.
Ageing potential	15/20 years.

FOOD PAIRINGS

A very versatile wine. Perfect with many different kinds of food such as pasta with rich sauces (based on meat or mushrooms), grilled or roasted red meats, game and mature cheeses. Recommended drinking temperature 18°C (64°F).

2007 vintage	After a mild winter and a spring with very little rainfall, the first half of June had plentiful rainfall combined with high temperatures, which became even higher in the second half of July. These two factors together combined to bring ripening phases forward by about two weeks. A light 15% green harvest was carried out in July. Harvesting took place slightly earlier than normal with slightly smaller quantities than usual, but with excellent quality grapes. Weather conditions for the appassimento process were ideal in the Valpolicella region. A mild winter, infrequent rain, low relative humidity values and a natural occurrence of botrytis are promising signs for an exceptionally good vintage.
Tasting notes	Deep ruby red colour. Cherries and intriguing aromas of mild spices on the nose. Bright and well rounded at the same time on the palate; baked cherry and plum flavours with hints of cinnamon and vanilla. Excellent balance between the supporting acidity and soft tannins. Full bodied finish with delightful hints of cocoa.
Data analysis	Alcohol 13.30% by vol., residual sugar 3.3 g/l, dry extract 27.4 g/l, total acidity 5.14 g/l, pH 3.61.

2007: "a five star vintage"

Created in 1964 using an "ingenious technique" (Hugh Johnson), Campofiorin is universally acknowledged to be a "wine of luxuriant size and complexity, the prototype for the new-style Veronese red." (Burton Anderson). For the first time in history, two consecutive vintages have top ratings. Campofiorin 2007 proudly follows Campofiorin 2006 with a "5 star" rating by the Masi Technical Group, whose judgements are very severe and describe the wine's organoleptic qualities strictly in line with climatic conditions, not just in the viticultural phase (growth and ripening) but also in the delicate Appassimento phase. This is when the wine can be taken to the heights of excellence, as the grapes acquire concentration, and super-ripeness endows them with particular aromas and tastes.