

# MASI®

## CAMPOFIORIN 2008

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. Combining 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.



<b>Classification</b>	Rosso del Veronese IGT.	<b>FOOD PAIRINGS</b>  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).
<b>Origin</b>	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.	
<b>Grape varieties</b>	70% Corvina, 25% Rondinella, 5% Molinara.	
<b>Vinification</b>	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.	
<b>Maturation</b>	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.	
<b>Ageing potential</b>	15/20 years.	

<b>2008 vintage</b>	Abundant rainfall in April and June helped develop growth positively. Precipitation dropped at veraison in July and August, leading to a slight stress on the vines from drought with benefits for the concentration of aromas and colours in the grape skins. Wide variations in night and day temperatures recorded in this period also helped. This year temperatures were higher than normal and grapes ripened slightly more quickly than last year, as has happened every year since 2003. Grape bunches were healthy with good open formations. Picking began on 22 September with the Rondinella variety. The vinification process for Brolo di Campofiorin began in mid-November.
<b>Tasting notes</b>	Deep bright red colour with purple edges. Ripe, fresh fruit and raisined fruit equally prominent on the nose combined with sweet spices, especially vanilla and cinnamon. Ample and complex on the palate, but well rounded and very easy to drink at the same time. The aftertaste has ripe fruit, cherry and bilberry flavours on the finish with hints of vanilla. Good length on the finish.
<b>Data analysis</b>	Alcohol 13.12% by vol., residual sugar 3.6 g/l, dry extract 27.6 g/l, total acidity 5.30 g/l, pH 3.58.

### 2008: the 38<sup>th</sup> vintage since 1964

Created in 1964 using an "ingenious technique" (Hugh Johnson), Campofiorin is the original product of the personal interpretation by Masi's technicians of an ancient vinification system used in Verona and technically known as "refermentation". 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 wine types 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 "supervenietian reds".

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