

# MASI®

## CAMPOFIORIN 2006

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.



<b>Classification</b>	Rosso del Veronese IGT.
<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>Wine making</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>Ageing</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.

### SERVING SUGGESTIONS

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>2006 harvest</b>	Spring saw an unusual slowdown in the growth and gemmation phase of the vines in the face of unusually low temperatures for the time of year, which meant that the grape bunches formed were very loose structured, and consequently ideal for the appassimento process. Summer was hotter than normal, which helped create ripeness in the grapes and kept them sound and healthy. Temperature drops in the run-up to the harvest, with a wide variation of temperature between night and day, enhanced the aromatic content of the grapes. Grapes picked and laid out to dry in the drying-lofts had high concentrations of all measured substances, particularly the polyphenols, and higher sugar levels than normal. The initial phases of appassimento are the most crucial, and 2006 was blessed with particularly dry weather and cool nights. Corvina grapes, laid out to dry in preparation for use in Amarone, were subject to the usual attack of noble rot (about 10%) in the last days of December, thereby promoting the glycerine levels that give Masi Amarones their characteristic "illusion of sweetness". To sum up, excellent weather in the Verona district, both during the growth period of the vines and in the long appassimento period, helped give us better wines than normal.
<b>Tasting notes</b>	Intense, deep, dark ruby red colour; very viscous with purple edges. Strong and attractive cherry aromas on the nose with a pleasing spiciness. Great power and balance on the palate, with aromas of ripe fruit, cherries in spirit and blackcurrants. Soft and well balanced tannins benefitting from good acidity; long aftertaste with hints of vanilla and cocoa, just like an Amarone.
<b>Analysis</b>	Alcohol 13.35% by vol., residual sugar 2.2 g/l, dry extract 30.0 g/l, total acidity 5.10 g/l, pH 3.64.

### 2006: "a five star vintage"

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". The label of the 2006 vintage will depict 5 stars to show the quality of the vintage, as usual. Masi is the only producer to have a rigorous self-classification process, a practice which has enabled the Valpolicella region to build up a vintage history for Valpolicella and Amarone wines and in the last 50 years only 7 vintages have been awarded our top 5-star rating.

MASI TECHNICAL GROUP - January 2009