

Campofiorin 2020 by MASI

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We're about to delve into a tasting of a true Venetian wine icon: Masi's Campofiorin, marking its sixtieth anniversary. Born in 1964 from Masi's astute grasp of grape nuances—like Corvina, Molinara, and Rondinella—carefully blended after an exclusive and meticulous withering process that defines the essence of this esteemed wine label's history. The original Campofiorin employed a double fermentation, including a small portion of withered grapes in the second stage, ensuring its distinctiveness and lasting recognition in today's context.

Its striking red hue encompasses a spectrum of shades, while its distinctive character truly unfolds on the nose, boasting a medley of scents that have always set Campofiorin apart: red fruit, cherry jam, flowers, and spices. The wine's delicate yet potent aroma makes it a challenge to divert one's attention from the glass.

In the mouth, it harmoniously balances a compelling structure and a smooth, alluring body, concluding softly but persistently with a long-lasting finish. Masi's Campofiorin epitomizes a modern wine, rooted in the rich history, passion, and expertise of this Venetian house. From mixed boiled meats to roasts complemented by various sauces, even to baked stuffed pasta dishes, this Veronese emblem consistently delivers a stellar performance.

Company Profile

With roots in Valpolicella Classica, **Masi** produces and distributes Amarone and other premium wines inspired by the values of the **Venetian territories**.

The use of native grapes and autochthonous methods, and the research and experimentation carried out by its **Technical Group**, make it one of the most famous producers of high-quality Italian wines in the world.

The Masi story begins in 1772, when the Boscaini family carried out their first harvest in the prestigious vineyards in "Vajo dei Masi", a valley in the heart of the Valpolicella Classica region. After more than 200 years of passionate winemaking the company is still in family hands, run by the sixth and seventh generations.

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