Cantina di Negrar’s Appassimento Rosso Veneto IGT passito Marco PolARCO POLO Collection

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Cantina di Negrar today represents 700 hectares of vineyards in the production area and 130 hectares under organic cultivation, and it manages to process 30,000 quintals of red grapes in the appassimento method. This involves the careful selection of healthy bunches, which are placed in special areas to naturally dry, thereby increasing the sugar concentration in each grape. This process gives rise to products like Recioto, Amarone, and the appassimento wine tasted today. These are impressive numbers, having more than decupled since 1933, along with an increase in the knowledge and expertise necessary to ensure that this ancient production

technique, once family-run, is now one of the great strengths of this Veronese cooperative.

The Appassimento Rosso Veneto IGT is embarking on a new path in the wine world, a wine that is receiving international acclaim and is undoubtedly a new and significant challenge for Cantina di Negrar in its various reference markets. This wine is exploring the world, and perhaps for this reason, Cantina di Negrar has dedicated it to Marco Polo, the famous Venetian traveler who brought knowledge and new crops from his journeys, engaging with people far from our country of origin. In each of his travels, the allure of cultural exchange grew, offering vision and new opportunities.

The Appassimento Marco Polo Collection is a wine of smoothness but also depth, rich in aromatic notes of spices and fruit, with hints of sweet tobacco and licorice. On the palate, these elements are enhanced and lead to a rounded and balanced finish. We believe this wine is ideal for the Brazilian market due to the brightness it contains, and for the romantic notion that perhaps, in some way, Marco Polo could write his stories in a part of the world he never visited.

Company Profile

Cantina Valpolicella Negrar, founded in 1933 by a group of visionaries, is a renowned cooperative representing the essence of Valpolicella’s winemaking heritage. Specializing in iconic wines such as Amarone and Ripasso, the winery blends traditional viticultural practices with modern techniques, continuously striving for quality and sustainability. With a focus on innovation and a deep respect for the local territory, Cantina Valpolicella Negrar fosters collaboration across generations of winemakers, preserving time-honored traditions while embracing a forward-thinking approach. Today, it leads in the production of Amarone, committed to excellence and environmental stewardship.

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