# Vivaldi: Italian genius shapes the wine project by Cantina Valpolicella Negrar

scritto da Agnese Ceschi | 26 Luglio 2023



“There is no world without Verona walls”. William Shakespeare was inspired by the beauty of Verona and set the most romantic and tragic of his masterpieces, Romeo and Juliet, there.

If the atmosphere of Verona was the perfect inspiration for the famous English writer and poet centuries ago, the beautiful Italian city on the Adige river is still a wonderful source of deep admiration and meaning today.

Wine is one of the symbols of this city and makes the province of Verona one of the most important wine regions in the world.

Vivaldi is the new project of Cantina Valpolicella Negrar, focused on Verona, with the aim of bringing together and representing under a common name the main districts of the Veronese wine area: Soave, Valpolicella, Custoza, Bardolino and Garda.




Vivaldi is rooted in a contemporary, young, open and creative town where wine embodies the deepest identity of this Italian district.

Vivaldi also brings with it the spirit of Cantina Valpolicella Negrar, which has been awarded four times as the best Italian cooperative winery of the year by Weinwirtschaft magazine.

Vivaldi: the name recalls one of the greatest Italian composers, Antonio Vivaldi, author of “The Four Seasons”.

Like the famous composer, this brand wants to inspire a new approach to wine, based on creative freedom and new ideas to compose and share.

Starting from the east of Verona, land of white wines and

starting point of the project, up to the Monti Lessini and ending with a dip in Lake Garda, Vivaldi represents one of the most important Italian districts for wines with three souls: Soave volcanic wines; Valpolicella Verona red wines; Garda freshwater wines.

From the Soave area, a fresh and mineral white wine with the texture and perfumes of the hills and valleys of the volcanic slopes to the east of Verona.

From Valpolicella, the great red wines of the Veronese area: Ripasso and Amarone, iconic Italian wines characterised by the Appassimento process. The vineyards are located between Val d'Illasi and Val d'Adige, areas rich in limestone.

From the morainic terroirs of Lake Garda, fruity, fresh and tasty wines such as Chiaretto di Bardolino and Custoza, together with Pinot Grigio.

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