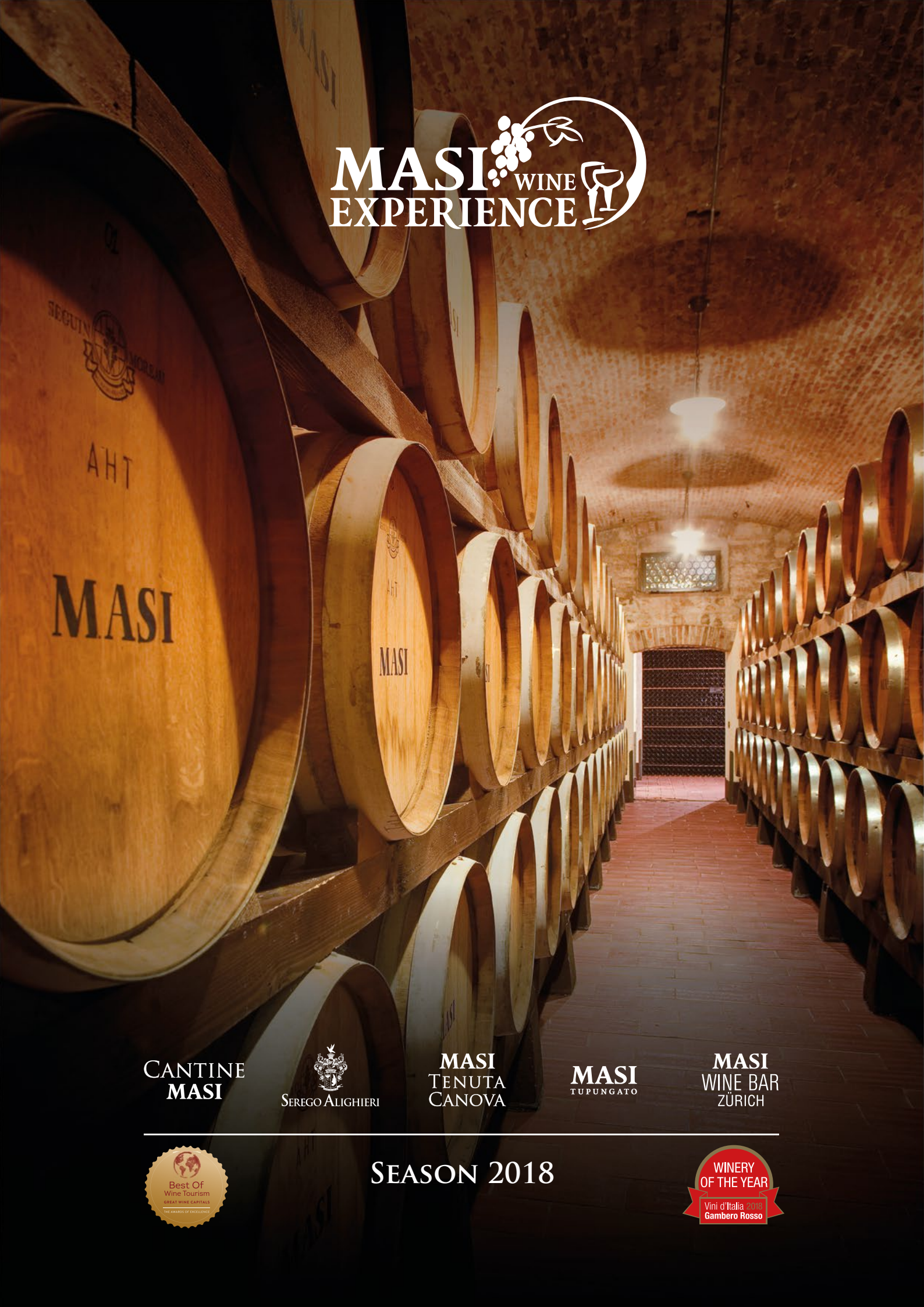


MASI WINE EXPERIENCE



SEGUIN
AHT
MASI

MASI

CANTINE
MASI



MASI
TENUTA
CANOVA

MASI
TUPUNGATO

MASI
WINE BAR
ZÜRICH



SEASON 2018



THE HISTORY OF MASI begins at the end of the XVIII century, when the Boscaini family acquired valuable vineyard sites in the heart of the Valpolicella Classica region. President, Sandro Boscaini, is today the seventh generation of the family that has helped to make **Amarone an iconic and world famous Italian product.**

“Masi Wine Experience” is the **culture** and **hospitality** project that Masi offers the public by opening not just the doors of its historic headquarters in Valpolicella but also the other centres of hospitality where Masi’s spirit and philosophy have become the guiding principles.

Masi has recently won the **Best of Wine Tourism award** “for creating a wine experience journey and turning it into an opportunity for knowledge, exploration and relaxation”, thus entering the global **Great Wine Capitals** network. This is joined by the prestigious title of **Winery of the Year 2018** from the Gambero Rosso guide.

**CANTINE
MASI**



ITALY | **VALPOLICELLA CLASSICA**



*Tours & Tasting, Wine Shop, Guesthouse,
Cooking Classes, Events*

**MASI
TENUTA CANOVA**

ITALY | **LAKE GARDA**



*Wine Bar “Vino e Cucina”, Wine Shop,
Tours & Tasting, Wine Discovery Museum*

MASI
TUPUNGATO

ARGENTINA | **MENDOZA**



Tours & Tasting, Guesthouse

**MASI
WINE BAR
ZÜRICH**

SWITZERLAND | **ZÜRICH**



Wine bar, Restaurant

SANT'AMBROGIO DI VALPOLICELLA

MASI CELLARS

TOURS & TASTINGS

Where Mister Amarone has his home

MASI'S HISTORIC HEADQUARTERS is in the heart of Valpolicella Classica, in the hills between Lake Garda and Verona.

The tour begins with a visit to the “**fruttaio**”, or **drying loft**, where **grapes are laid out for Appassimento** using the ancient technique in which Masi has recognised expertise: leaving the grapes to dry on bamboo racks during the winter months to concentrate aromas and tastes in the resulting wine. It continues with a visit to the **underground barrel-ageing cellars**, some of Italy's **most extensive**, including the **modern experimental cellars** where the Masi Technical Group conducts experiments to assess the most innovative vinification technologies.

www.masi.it



1. Sandro Boscaini, “Mister Amarone”, president of Masi Agricola



2



3



4

2. The prestigious Riserva di Costasera, one of the five Amarone wines produced by Masi 3. One of the niches used to store old vintages of Amarone 4. Large oak barrels used for ageing Masi Amarone

SANT'AMBROGIO DI VALPOLICELLA

SEREGO ALIGHIERI ESTATE

TOURS & TASTINGS | WINE SHOP | GUESTHOUSE | COOKING CLASSES | EVENTS

*Where hospitality is a noble art
practiced over the generations*

THE SEREGO ALIGHIERI ESTATE belongs to direct descendants of Dante the Poet, who have lived in Valpolicella since 1353. The visit, which offers a dip into the archive of the noble family of the Counts Serego Alighieri and their lives in the Valpolicella area, includes a **walk through the gardens and vines of the estate** and a stop at the **small Serego Alighieri cellars which perfumed with the smell of cherry wood barrels**, used according to family tradition, and afterwards, to the **drying loft to see the appassimento of the grapes**.

The experience finishes with a tasting of a selection of fine wines that can be paired with traditional food and local specialties. The Serego Alighieri Estate are an oasis of peace and offers the chance to **stay overnight in the historic Foresteria**, redesigned to contain eight apartments which are decorated in the traditional style of country gentfolk.

www.masiwineexperience.it



1. The Serego Alighieri estate is surrounded by vineyards and olive groves in the Valpolicella hills

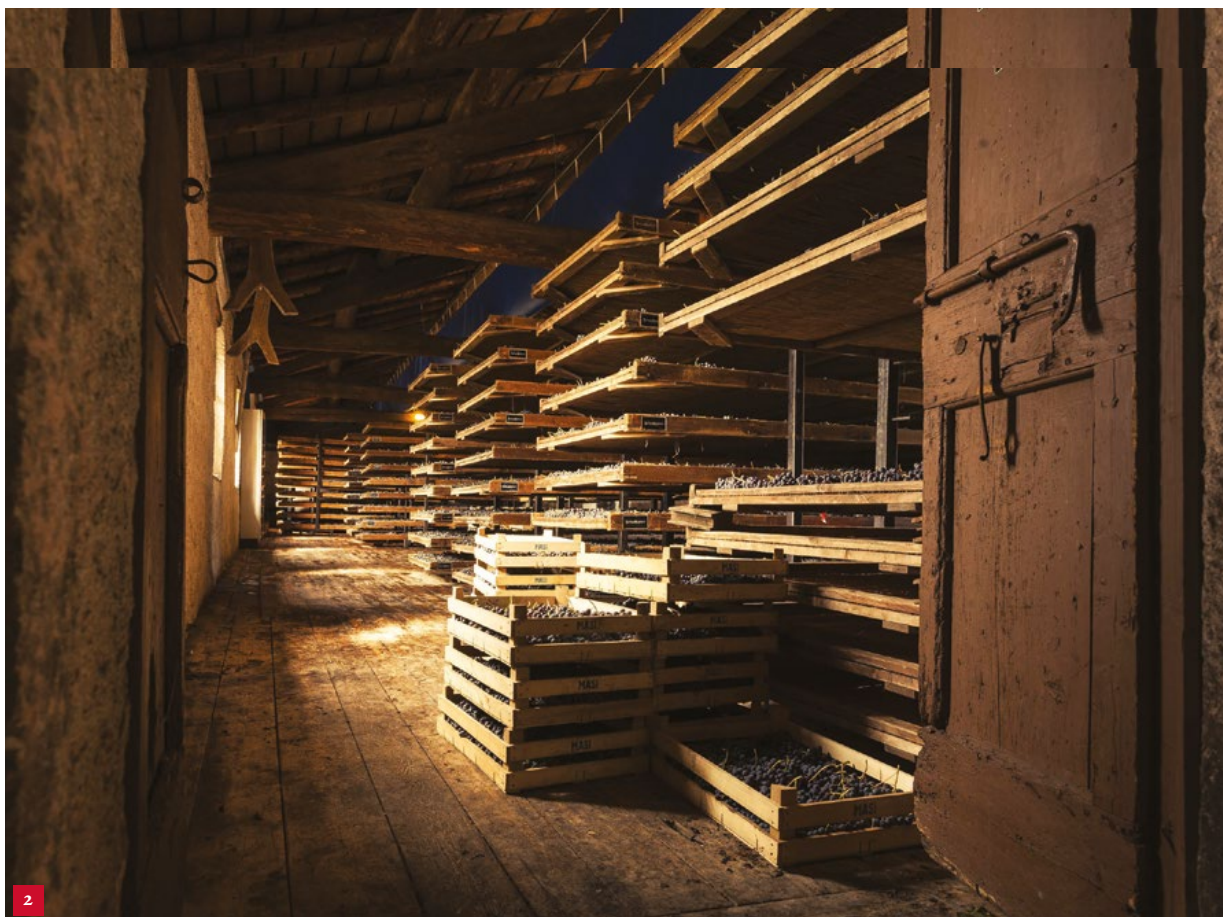


SEREGO ALIGHIERI

MASIWINEEXPERIENCE.IT 5

Also available are **rooms suitable for events and conferences** with a professional kitchen fully equipped for **courses and the discovery of the tastes and aromas of the natural products of the Estate** and the surrounding area, all matched appropriately with the wine.

In the **Wine Shop**, it is possible to taste and buy the whole range of Masi and Serego Alighieri wines, along with wines from a number of great Amarone vintages.



2. The ancient Serego Alighieri “fruttaio” or drying loft, used for the appassimento of grapes to make Amarone 3. The historic cellars full of fragrant cherry wood barrels 4. The tour of the estate concludes with a tasting of prestigious wines from the Masi and Serego Alighieri ranges

The tastings

SEREGO ALIGHIERI EXPERIENCE

Visit of the Serego Alighieri Estate with tasting of three wines (Valpolicella MontePiazzo, Amarone Vaio Armaron and Recioto Casal dei Ronchi).



20,00



90 min



3

MASI EXPERIENCE

Visit to the Masi cellars and the Serego Alighieri Estate with tasting of four wines (Valpolicella Bonacosta, Brolo Campofiorin Oro, Amarone Vaio Armaron and Recioto Casal dei Ronchi).

30,00

120 min

4

GROUP VISITS (MINIMUM 10 PEOPLE):

VENETIAN ESTATES

Visit to the Masi cellars and the Serego Alighieri Estate with tasting of four wines (Valdobbiadene Extra Dry Canevel, Vign'Asmara, Passo Doble o Bello Ovile, Amarone Vaio Armaron)

30,00

120 min

4

HISTORIC HERITAGE

Visit of the Serego Alighieri Estate with tasting of Brolo Campofiorin Oro, Valpolicella MontePiazzo, Amarone wines Costasera and Vaio Armaron.

25,00

90 min

4

Visit of the Masi cellar and the Serego Alighieri Estate with tasting of Brolo Campofiorin Oro, Valpolicella MontePiazzo, Amarone wines Costasera and Vaio Armaron.

35,00

120 min

4

DANTESQUE

Visit of the Serego Alighieri Estate with tasting of six Serego Alighieri wines (Possessioni Bianco and Rosso, Rosso di Toscana Poderi del Bello Ovile, Valpolicella MontePiazzo, Amarone Vaio Armaron and Recioto Casal dei Ronchi) with complimentary Serego Alighieri jam.

40,00

90 min

6

AMARONE E RECIOTO

Visit of the Serego Alighieri Estate with tasting of the Amarone wines Costasera, Riserva di Costasera, Vaio Armaron and the Recioto wines Angelorum and Casal dei Ronchi.

40,00

90 min

5

Visit of the Masi cellar and the Serego Alighieri Estate with tasting of the Amarone wines Costasera, Riserva di Costasera, Vaio Armaron and the Recioto wines Angelorum and Casal dei Ronchi.


50,00


120 min

5

For information and bookings:

MASI CELLARS & SEREGO ALIGHIERI ESTATE

 +39 045 6832532

 wine.experience@masi.it

The Estate

Set in the midst of the Possessioni vineyards, the Foresteria was built out of the modernisation of the ancient villa outbuildings, and is set around an enclosed courtyard which was traditionally once used for grain drying. The ground floor is the site of the reception, plus rooms for events and the Cooking School; the second floor hosts eight apartments with views over the park.



5. The Courtyard seen from the Barchessa with the old pigeon tower, now home to one of the apartments 6. Summer event in the Courtyard

The event saloons







SPECIFICATIONS	ARCADE SALOON ^[1]	COURTYARD SALOON ^[2]	CORVINA SALOON ^[3]
SURFACE M ²	140	65	30
LENGHT M	23	10	6
WIDTH M	6	6	5
HEIGHT M	5	3	3
AUDIO EQUIPMENT	✓	✓	–
SCREENING	✓	✓	✓
NATURALE LIGHT	✓	✓	✓
DARKENED	✓	✓	✓
WI-FI	✓	✓	✓

RATES

HALF DAY	€ 420,00	€ 300,00	€ 180,00
FULL DAY	€ 780,00	€ 420,00	€ 240,00

Vat included

LAYOUTS

	PAX 80	PAX 45	–
	PAX 100	PAX 50	–
	PAX 60	PAX 26	PAX 10
	PAX 40	PAX 26	–

THE OUTDOOR SPACES

In spring and summer the estate offers the possibility to use the outdoor spaces (garden, courtyard and porch), also equipped with covered pavillions. More information available on request.



7



8



9



10



11

7. Vaio Armaron is the famous Amarone produced on the Serego Alighieri estate 8. Serego Alighieri is an ideal location for receptions with a beautiful setting 9. Open-air events in the Park 10. Celebrations in the Room of the Arches 11. A spacious, well-equipped, Cooking School for educational courses and team building

The apartments



	JANUARY / FEBRUARY / MARCH NOVEMBER / DECEMBER	JULY / AUGUST	APRIL / MAY / JUNE SEPTEMBER / OCTOBER
HOSPITALITY FOR 2 PEOPLE			
OSELETA, DINDARELLA ROSSIGNOLA, MOLINARA	€ 150,00	€ 180,00	€ 210,00
HOSPITALITY FOR 3 PEOPLE			
FORSELINA, NEGRARA	€ 185,00	€ 240,00	€ 260,00
HOSPITALITY FOR 4 PEOPLE			
RONDINELLA, CORVINA	€ 210,00	€ 290,00	€ 310,00

Prices per night for apartment and breakfast buffet. VAT inclusive.

APARTMENTS SPECIFICATIONS

OSELETA

34 m², in the ancient pigeon tower, 3 rooms connected by a with winding staircase (sitting room, kitchenette and bath, bedroom with double bed).

DINDARELLA

43 m² living room with kitchenette, 1 bedroom with double bed and private bathroom.

ROSSIGNOLA

47 m² living room with kitchenette, 1 bedroom with double bed and private bathroom.

MOLINARA

49 m² living room, kitchenette, 1 bedroom with double bed and private bathroom.

FORSELINA

58 m² living room, kitchenette, 2 bedrooms (1 double and 1 single) and 2 bathrooms.

NEGRARA

77 m² living room, kitchenette, 2 bedrooms (1 double and 1 single) and 2 bathrooms.

RONDINELLA

74 m² living room, kitchenette, 2 double bedrooms and 2 bathrooms.

CORVINA

85 m² living room, kitchenette, 2 bedrooms (1 double and 1 twin) and 2 bathrooms.

LAZISE, LAKE GARDA

MASI TENUTA CANOVA

WINE BAR “VINO E CUCINA” | WINE SHOP | TOURS & TASTING | WINE DISCOVERY MUSEUM

*Where the authenticity of the food and wine
is a charming surprise*

Just outside Lazise on Lake Garda, **MASI TENUTA CANOVA** gives a warm welcome to foodies and winelovers alike. The view from the belvedere stretches from the vineyards to the soft hills of Valpolicella, and on to the mountains. Reservations can be made for **guided tours of the estate**, including the **Fruttaio (drying loft)** for “**appassimento**” (drying of the grapes), and the **cellars where the famous Campofiorin gets its barrel ageing**.

The **Wine Shop** displays the entire range of Masi wines, while the **Wine Bar “Vino e Cucina”** offers tastings accompanied by **food inspired by local culinary traditions** in seasonal menus that contain the very best ingredients. The new **Wine Discovery Museum** completes the programme with a multi-media journey through viticulture and winemaking practices, telling the story of the Boscaini family and modern-day Masi. At the heart of the museum is a 50,000 litre tank where fermentation is experienced first-hand.

www.masiwineexperience.it



1. Masi Tenuta Canova is just 2 km from Lazise on Lake Garda and extends for 35 ha of vineyards and 5 ha of olive groves



2. The wine bar at Masi Tenuta Canova 3. The wine bar offers a locally-inspired food menu perfectly accompanied with Masi wines 4/5. Visiting the cellars where the famous Campofiorin gets its ageing 6. The new Masi Wine Discovery Museum

MASI
TENUTA CANOVA

The tastings



MASI WINE DISCOVERY TOUR

MASI EXPERIENCE

Visit to the Wine Discovery Museum, tour of the estate and the cellars with tasting of 3 wines: Valpolicella Classico Superiore Toar, Brolo Campofiorin Oro, Amarone Costasera Riserva.



20,00



60 min



3

VENETIAN ESTATES

Visit to the Wine Discovery Museum, tour of the estate and the cellars with tasting of 3 wines: Valdobbiadene Extra Dry Canevel, Vign'Asmara Bossi Fedrigotti, Amarone Vaio Armaron Serego Alighieri.

20,00

60 min

3

MASI VIP PROGRAM

MASI EXPERIENCE

Visit to the Wine Discovery Museum, tour of the estate and the cellars with tasting of 4 wines: Masianco, Valpolicella Classico Superiore Toar, Brolo Campofiorin Oro, Amarone Costasera Riserva with 4 cicchetti (typical Venetian appetizers).

30,00

70 min

4

VENETIAN ESTATES

Visit to the Wine Discovery Museum, tour of the estate and the cellars with tasting of 4 wines: Valdobbiadene Extra Dry Canevel, Vign'Asmara Bossi Fedrigotti, Passo Doble Masi Tupungato, Amarone Vaio Armaron Serego Alighieri with 4 cicchetti (typical Venetian appetizers).

30,00

70 min

4

For information and bookings:

MASI TENUTA CANOVA

☎ +39 045 6832532

✉ wine.experience@masi.it

To book directly with the restaurant:

☎ +39 (0)45 7580239

✉ canova@masi.it

MENDOZA, ARGENTINA

MASI TUPUNGATO

TOURS & TASTINGS | GUESTHOUSE

*Where Argentinian nature
meets Venetian style*

Masi has found ideal cultural and environmental conditions for using both Venetian grapes and production methods, and for creating an **eco-sustainable company** at **TUPUNGATO** in the region of Mendoza. The tour begins with a **visit to the organic vineyards where both Italian and Argentinian varieties are grown**. It then goes on to the **drying room** where the grapes are left to dry on bamboo racks using the traditional appassimento method from the Venetian regions.

Next come the **vinification and maturation cellars**, and finally guests are given the chance to **taste wines** accompanied by local gastronomic specialities. Not be missed is a stroll in the **botanic garden**, an oasis of biodiversity where many local plants and animals are to be found.

www.masitupungato.com



1. *The “Reservorio”, or reservoir, which provides the necessary water for the vineyards at Masi Tupungato*



2. The Masi Tupungato cellars with a panorama of the Andes 3. Picnic with Passo Doble, one of the organic wines Masi makes in Argentina 4. Not to be missed: a walk in the botanic gardens 5. Humidity and temperature are guaranteed by the water that runs down the walls in the barrel cellars

ZURICH, SWITZERLAND

MASI WINE BAR

WINE BAR | RESTAURANT

Where hospitality has genuine class

IN THE HEART OF ZURICH two steps from the Opera, is Masi's elegant wine bar and restaurant: "a modern place with a traditional heart", where amidst art pieces and Venetian quotations, awaits a unique and timeless experience.

There is the chance to grab an **aperitif** in the trendy and informal wine bar or try the **gastronomic cuisine** in the restaurant with a stamp of **Venetian tradition** including typical dishes interpreted with a dash of the cosmopolitan: dishes range in fact from the most classic Venetian liver to curry soup, a reference to when Venice was at the crossroads of the spice trade with the Far East.

www.masiwinebar.ch



1. *The Masi Wine Bar welcomes its guests with true Venetian hospitality*



2/3. The Restaurant: elegant, discrete and welcoming 4/5. Cosmopolitan and trendy: the Masi Wine Bar is the place to meet for one of the most stylish aperitifs in Zürich

WHERE WE ARE

ITALY | **VALPOLICELLA CLASSICA**

CANTINE MASI



SEREGO ALIGHIERI

Via Giare 277, Località Gargagnago
37015 Sant'Ambrogio
di Valpolicella (Verona)
Tel. +39 (0)45 770 36 22
Bus lines: 21 / 103

e-mail: serego@seregoalighieri.it
www.masi.it
www.masiwineexperience.it

ITALY | **LAKE GARDA**

MASI TENUTA CANOVA

Via Delaini 1, Località Sacro Cuor
37017 Lazise del Garda (Verona)
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Bus lines: 163 / 185

e-mail: canova@masi.it
www.masiwineexperience.it



ARGENTINA | **MENDOZA**

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6539573

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SWITZERLAND | **ZÜRICH**

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FOR FURTHER INFORMATION AND BOOKINGS:

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MASI[®]
AGRICOLA

WWW.MASI.IT

MASI ON SOCIAL



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