
Contents

Foreword , by <i>Tom Hyland</i>	7
PART ONE. HISTORICAL NOTES	
01. The Serenissima – Last Act	21
<i>Early history of the Valpolicella between the Venetian Republic, Austrian domination and French rule</i>	
02. 1772: a Seminal Year	27
<i>Alliance between the Boscaini and Bonaldi families against a changing backdrop</i>	
<i>Masi: a toponym that bodes well for the future</i>	
03. Vision and Heritage	35
<i>The acumen of Marianna Bonaldi</i>	
<i>Giuseppe and Cristina: property consolidation and the move from Torbe to Marano</i>	
04. The Fourth Generation	43
<i>Structuring the company</i>	
<i>Hillside vineyards and fine, rare wines</i>	
<i>Phylloxera and the First World War</i>	
05. Between the Two Wars	51
<i>The reconstruction years and establishing typicity</i>	
<i>The purchase of new vineyards in pursuit of quality</i>	
<i>Origins, authenticity and distinction</i>	
06. The Fifth Generation	57
<i>New facilities for “wines that are made with our own grapes”</i>	
<i>Growing identity, as the circle of admirers expands</i>	

07. Exciting Prospects for the Sixth Generation	65
<i>Foreign markets thrive and the pursuit of superior wines continues Innovation, local techniques and the splendid Campofiorin of 1964</i>	
08. Contributing to the Renaissance of Italian Wines	73
<i>Family tradition based on proven methods Two centuries of constant effort, development and reputation The new Masi company is established</i>	
PART TWO. THE PRESENT: VALUES AND STRATEGIES	
09. The Masi Group: Focused Synergy	89
10. The Family, Management and Governance	93
11. Performance and Communication	97
12. The Masi Prize and the Masi Foundation	103
13. The Masi Technical Group	107
14. Oseleta, Native Grape Varieties and Winemaking Techniques	113
15. Appaxximento, Masi Expertise	119
16. In Step with Nature: Masi Green and Sustainability	125
17. Grape Growing for Masi: the Quality Grapes Project	131
18. Our Cultural Heritage: Historic Venetian Estates	135
19. Amarone and Mr. Amarone	141
20. The Masi Wine Experience: Meeting Our Customers	145
21. The Masi Group Today	151
Bibliography	158