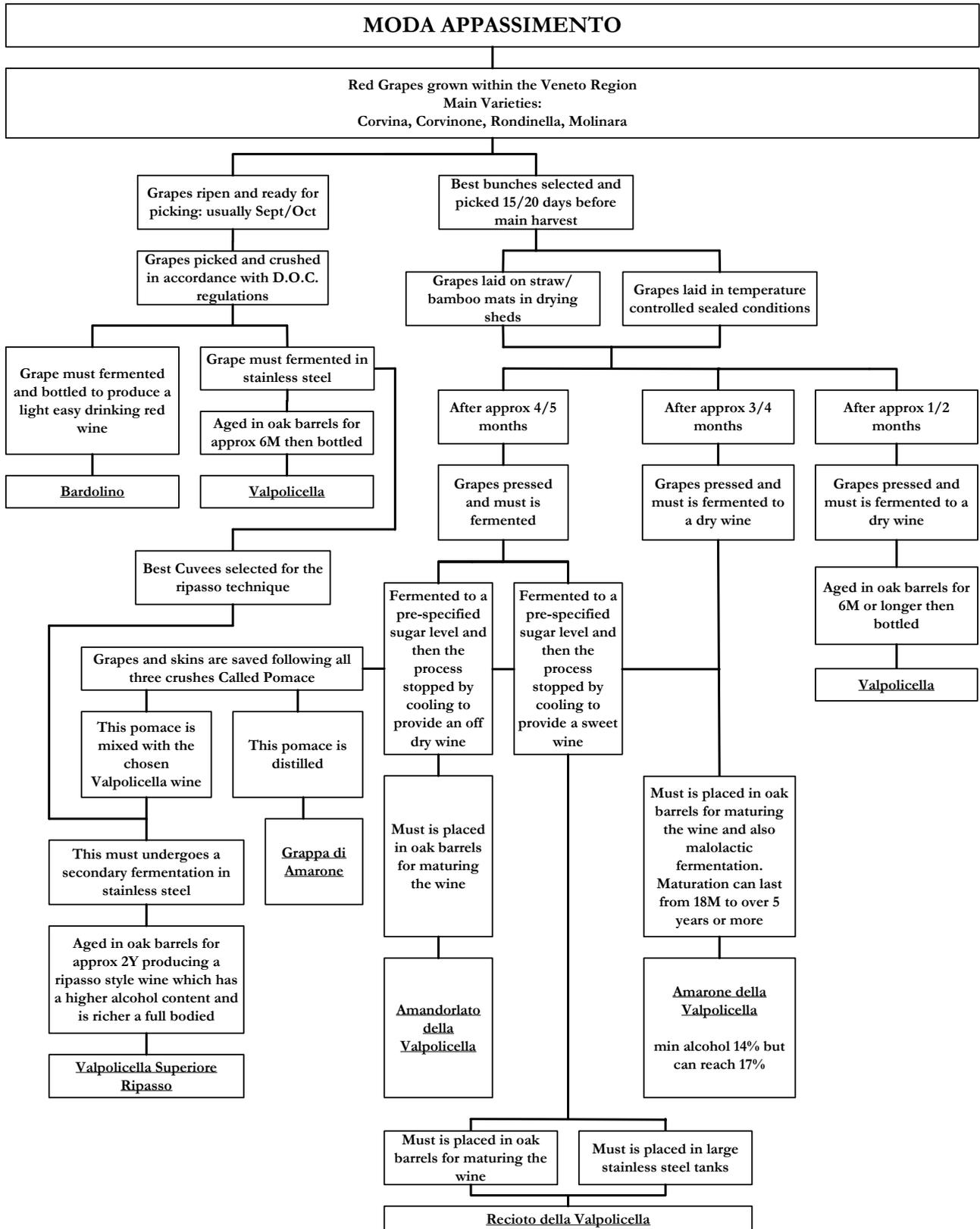


MODA APPASSIMENTO

The process of Appassimento can be somewhat confusing, especially when considering along with the other variables open to Valpolicella producers. In an attempt to simplify matters the flowchart shown below covers the majority of red wine styles:



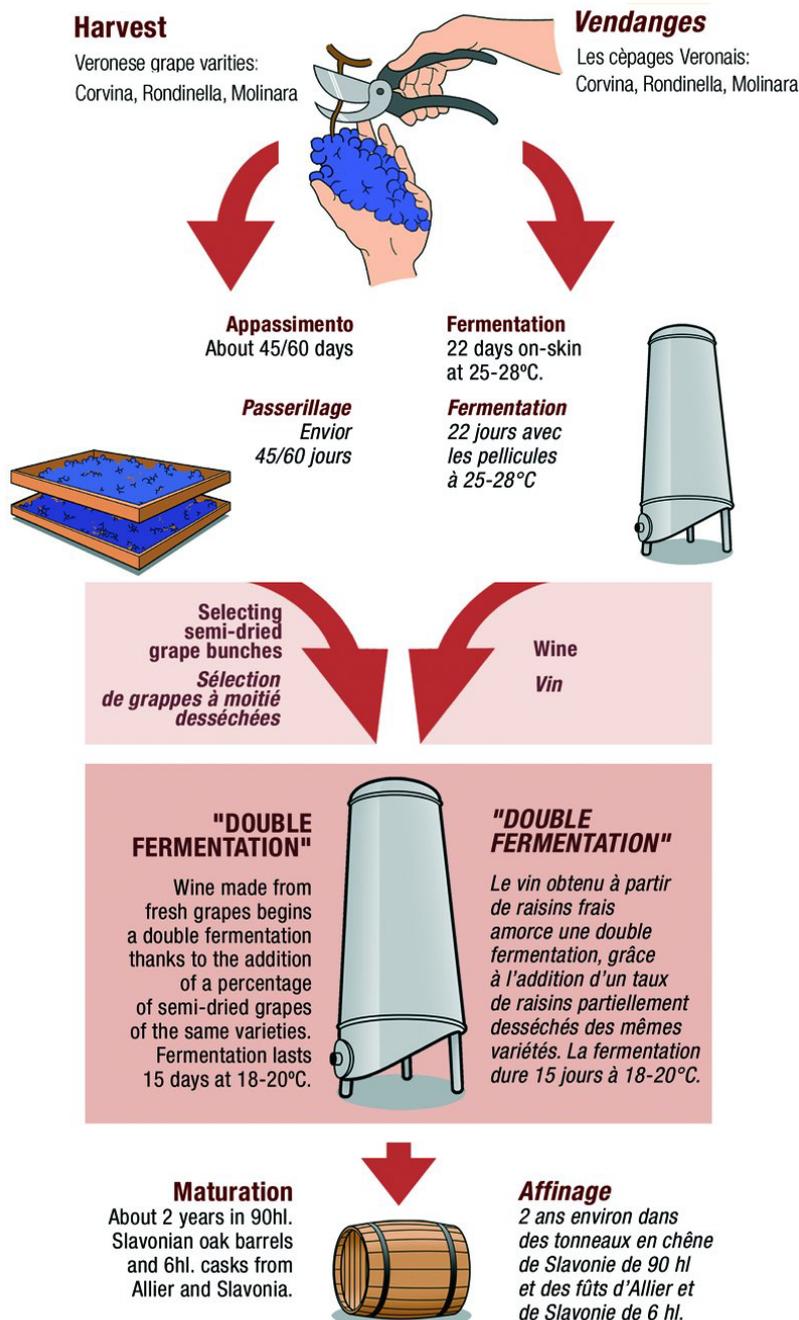
DOUBLE FERMENTATION (RIPASSO)

Masi rediscovered and refined the technique of double fermentation. The first wine produced with this technique was Campofiorin Ripasso in 1964, the original supervenetian red.

The particular technique used in making Campofiorin, had a great cost benefit; it permitted Masi to make use of the high quality grape pressings left over from the fermentation of Amarone. At first Masi had to cope with tannins that were somewhat rustic, only to be expected as the product of grape skins that had just finished their fermentation. But as time went on, the Masi technicians developed and refined the process to give greater balance and attractiveness to the wine. From the 1983 -1985 vintages onwards, double fermentation using a percentage of whole semi-dried grapes (the same grapes as were used for Amarone) was gradually introduced to the process. With their natural concentrations of sugar, aromas and glycerin, these grapes brought on an immediate 12-15 day alcoholic fermentation, followed by the final secondary fermentation, which gave the wine an increased alcohol level, increased colour, soft tannins and extracts, and new layers of aroma and bouquet in its turn.

DOUBLE FERMENTATION BY MASI

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