
Massimago “Profasio” Valpolicella Superiore DOC

Winery: Massimago
Category: Wine – Still – Red
Grape Variety: 65% Corvina, 20% Corvinone, 15% Rondinella
Region: Mezzane di Sotto / Veneto / Italy
Vineyard: Macie and Terrazze
Winery established: 2003
Feature: Organic
Awards: 92 Vinous (2021), 93 WE (2021)

MASSIMAGO

PROFASIO
VALPOLICELLA SUPERIORE DOC
2021

Maximum Agium 1883
Camilla Rossi Chauvenet

Product Information

Soil: Limestone

Elevation: 250 - 400 meters (820 - 1,312 feet)

Vinification: Hand harvest. The grapes are carefully selected and harvested from the dedicated parcels among the grapes that they use for Amarone. Without any drying process the grapes are destemmed and gently crushed before a prolonged maceration for 25 days in steel vats with frequent pumping over of the wine. The alcoholic fermentation and malolactic take place in the same vat. After raking, the wine is aged for almost two years in 20HL Allier and Slavonia casks, plus a prolonged time in the bottle.

Planting Density: 5,000 plants/hectare

Tasting Note: It has a deep ruby red color, the nose reveals notes of black pepper, fresh cherry, and red berries (blackberries, red currant) with hints of balsamic (mint, rosemary). The palate is fruity and balanced with ripe berries and delicate licorice and savory notes. The finishing is long and juicy with a good balance between sweetness and savory.

Several years ago the micro-vinification of some separate vineyards of the estate gave an unexpected result. Profasio was born. The idea of a complex Valpolicella Superiore, elegant and age worthy, that could express the typicity of the vineyards. Its name celebrates a family ritual in the kitchen, the use of the spices that rejoice the hearts and the taste and the “make you talk”.

Alc: 14.0 %

RS: 1.50 g/l

Acidity: 3.0 g/l

Producer Information

Located in the Val di Mezzane valley (Eastern Valpolicella) surrounded by woods, this gorgeous estate is managed with creativity and strong determination by Camilla Rossi Chauvenet and her dedicated team. The name of the winery derives from the Latin “Maximum Agium”, *maximum benefit*. It has been in the Cracco family (Camilla’s maternal family) since 1883. In 2003 it was renovated into a modern and innovative winery, when Camilla decided to devote herself to the wine world. In 2004 she produced her first 1,000 bottles.

From its humble beginnings in a garage, it has become a fully functioning winery which allows Camilla to play with micro-vinification at times to better optimize the quality of the grapes.

In 2014 the vineyard became certified organic. Sustainability is a fundamental pillar at the winery and in everything they do. Their Japanese-inspired Fruttaio uses a new technique to age the grapes naturally by using winds instead of machines. Their environmental responsibility is further reflected by using solar panels for sustainable energy and their own well water. The forests on the property are protected as a rich source of biodiversity.

In 2017 they expanded the winery and aging cellar. The property covers 28 hectares (69 acres) with a difference in elevation from 100 to 400 meters (328 to 1,312 feet), with a South-West exposure. 13 different parcels have been detected, all of them vinified separately, starting harvest in mid-September and lasting deep into October.

The soils found on Massimago’s lands are a stratigraphy of colors and materials that intersect and mix in a perfect mosaic: from red clay rich in organic substances and colloids, to white and pink flourey limestone which contributes to freshness and minerality, to flourey and porous marl which allows excellent drainage of the soil when it mixes with the fragments of limestone and quartz.

Massimago is a young wine company, run by young people, but Camilla is the true heart and the brain of the winery.