



I MASOLETTI

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Profile

Masoletti's Pinot Grigio is produced in the township of Lavis, which translates from Latin to strength. Its vineyards stretch across Dell'Adige, up the hills of Sorni and Meano, and to the terraces of the Valli di Cembra.

There, the winegrowing tradition dates back to the time of the Rhetians, a proud and enterprising people who were among the first to produce this wine.

Objective

To offer an attractively priced Pinot Grigio from the Trentino/Friuli region. Produced by La Vis, which has received some of the highest honors on their Pinot Grigio.

Support

POS materials (table cards, shelf talkers, etc.),
50% spit on samples, and price support.



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Region: Tre Venezie

Wine: Pinot Grigio

Areas: North of Trent, in the municipality of Lavis

Classification: IGT

Grape Variety: 100% Pinot Grigio

Alcohol Level: 12.5%

Winery Profile: Masoletti stands at the center of an area boasting a century-old vine-growing tradition, back to the times when the Rhetians, a proud and enterprising people, started producing their quality wine.

Soil Composition: Loose, alluvial, landfill, pebbly.

Harvest Time: September

Aging: None. The wine is bottled immediately, expressing the maximum freshness.

Food Pairings: Best served slightly chilled, with fish and seafood and other dishes with delicate flavor, including white meats, prosciutto, and culatello.

Tasting Notes: Typically fresh and full flavored. Fragrant and fruity, with a hint of rose.

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