



CANEVEL

Canevel Spumanti was founded in 1979 by Mario Caramel, an expert and aficionado of the sector. The company's founding mission was to produce excellent spumante in Valdobbiadene, in the province of Treviso, with its history of wine-growing and the production of sparkling wine.

Caneve means 'little wine cellar' in the local dialect: the corner where the best wines, and their secrets and ancient traditions, are jealously guarded and preserved.

Canevel started with a significant base of vineyards and a far-sighted vision of integrating the entire chain of production.

The first products, Prosecco di Valdobbiadene Extra Dry and Cartizze, immediately assumed premium positioning thanks in part to innovative packaging: The market rewarded this choice.

To celebrate the company's first ten years of success in 1989, the Millesimato 1988 was created: the first time a winemaker proposed a vintage Charmat-method Prosecco in Valdobbiadene.

In 1994, Canevel purchased the prized Fae vineyard in Refrontolo: 62.5 acres of hills in a unique setting, surrounded by luxuriant woods. This is where the outstanding "Vigneto del Fae" cru, a pas dosé Spumante, is produced. In 1995, Canevel acquired the San Biagio Vineyard: 6 acres in the heart of Valdobbiadene, where the company established its administrative and production premises with the most advanced technologies.

With the loss of founder Mario Caramel in 1999, a new structure was defined for the company, and his son, Carlo, was appointed Chairman. With the an emphasis on the crus, the company highlighted the high-quality production in respect to the rather generic character represented by the name *Prosecco*. The far-sightedness of this vision was demonstrated in 2009, when the Prosecco DOC production area was extended to a vast one covering no fewer than nine provinces of Veneto and Friuli-Venezia-Giulia. The Valdobbiadene-Conegliano area was deemed DOCG.

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CANEVEL AND THE MASI GROUP



ABOUT MASI

Masi owns 62.5 acres of selected land in the Valdobbiadene Superiore DOCG area, and produces 850,000 bottles with a turnover of approximately 4.5 million euros. Distribution takes place principally through the HoReCa channel and in Italy, with a significant presence also in England, Switzerland, Germany and the USA.

In September 2016, Masi acquired a 60% share in Canevel. Carlo Caramel continues to represent the family of the founder, as a significant presence and heir to the company's philosophy. Underpinning the partnership is a perfect match of style and characteristics between the two companies: recognized brands with premium positioning, linked to the values of the founding family, rooted in the "cultural terroir" of the Triveneto, with highly complementary products. Canevel is also a well-recognized brand with substantial further potential for growth, which can take advantage of synergy with Masi, especially now that consumption of Spumante and Prosecco is an increasingly global phenomenon.

Since the 1960s, Masi has been working on an ambitious project to create a collection of Triveneto brands of great significance and historic character, tradition and innovation. As of now, part of this is the noble vineyards of Conti Serego Alighieri in Valpolicella Classica and of Conti Bossi Fedrigotti in Trentino and brands that are recognized pioneers in developing lands and names, like Canevel for Valdobbiadene.

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SPUMANTI VALDOBBIADENE

CASA CANEVEL PROSECCO DOC BRUT

Sparkling wine with a lively mousse and fresh aromas of fruit and flowers. Delicate but firm on the palate with good acidity and long-lasting aromas that are reminiscent of the nose.

ALCOHOLIC CONTENT
11%



TASTING NOTES

APPEARANCE straw-coloured hue, lively froth with a fine and elegant perlage.

NOSE A hint of pear and light floral notes.

PALATE soft, fresh, lasting

FOOD PAIRING

Besides being an excellent aperitif, this sparkling can be happily matched with all fish dishes such as salmon, shellfish and also with white meats.

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SPUMANTE VALDOBBIADENE

VALDOBBIADENE PROSECCO SUPERIORE DOCG BRUT

A benchmark in the Canevel range: a dry and silky sparkling wine with delicate aromas of Golden delicious apples and spices.

GRAPE VARIETIES

Glera and Chardonnay

ALCOHOLIC CONTENT

11%



TASTING NOTES

APPEARANCE pale straw in colour, bright and lively with abundant froth and a fine, elegant perlage

NOSE Golden delicious apple and spiced aromas

PALATE dry, soft yet characterful

FOOD PAIRINGS

Perfect as an aperitif. An ideal companion to rich fish such as salmon and raw fish or shellfish, Serve with starters with shellfish such as risotto with fish or spaghetti with clams.