



DOMINI VENETI

Our Valpolicella, Your Wines.



Marco Polo's Journey wines

Marco Polo was born in 1254 in Venice from a Venetian Family of merchants who travelled the world.

He travelled to China by foot, camels, horses and ships. He told stories of his travels to Rustichello, his cell mate, who wrote *The Travels of Marco Polo*. He was a great Italian explorer, he's a symbol across the world of famous entrepreneur attitude of many Italians.

He's a part of our history and of course he was the first guy to export wines from Veneto to Asia.

Cantina Valpolicella Negrar dedicated a wine line to him, an amazing world explorer, with an iconic project which represent the history of his long journey.



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Marco Polo

The winery back to the projects

Cantina Valpolicella Negrar is the leading producer of Valpolicella wines (Amarone, Ripasso, Appassimento, Valpolicella) with 1000 Hectares of vineyards in an appellation made up by 4000.

The production has been organized in two wine line:

- Cantina Negrar wines
- Domini Veneti Cru

The whole production has been certificated BEC and IFS according to the international standards requested by International Off Trade chains.

This is the winery where Amarone was born, where history, tradition and innovation are mixed in the highest quality standards you can find on the market.



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Marco Polo's Journey wines: Exploration & Connection

Marco Polo's journeys opened up a new world. A world of new ideas, cultures and experiences.

He shared these stories with people close to him, friends and family, enveloping them with tales of ivory, jade, jewels, porcelain, and silk.

When we share a glass of wine with friends, we talk, laugh and tell stories.

We form connections, bonds that draw us closer together.



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Marco Polo's Journey wines

Strong business key points

- Discovering a new world
- East to the west
- Friendship father and son
- Exchange of ideas
- New culture and systems
- Navigation / astrology
- Story telling
- Passing down of experience
- Coming together
- Creating a legacy
- Opening up



Connection to our wine



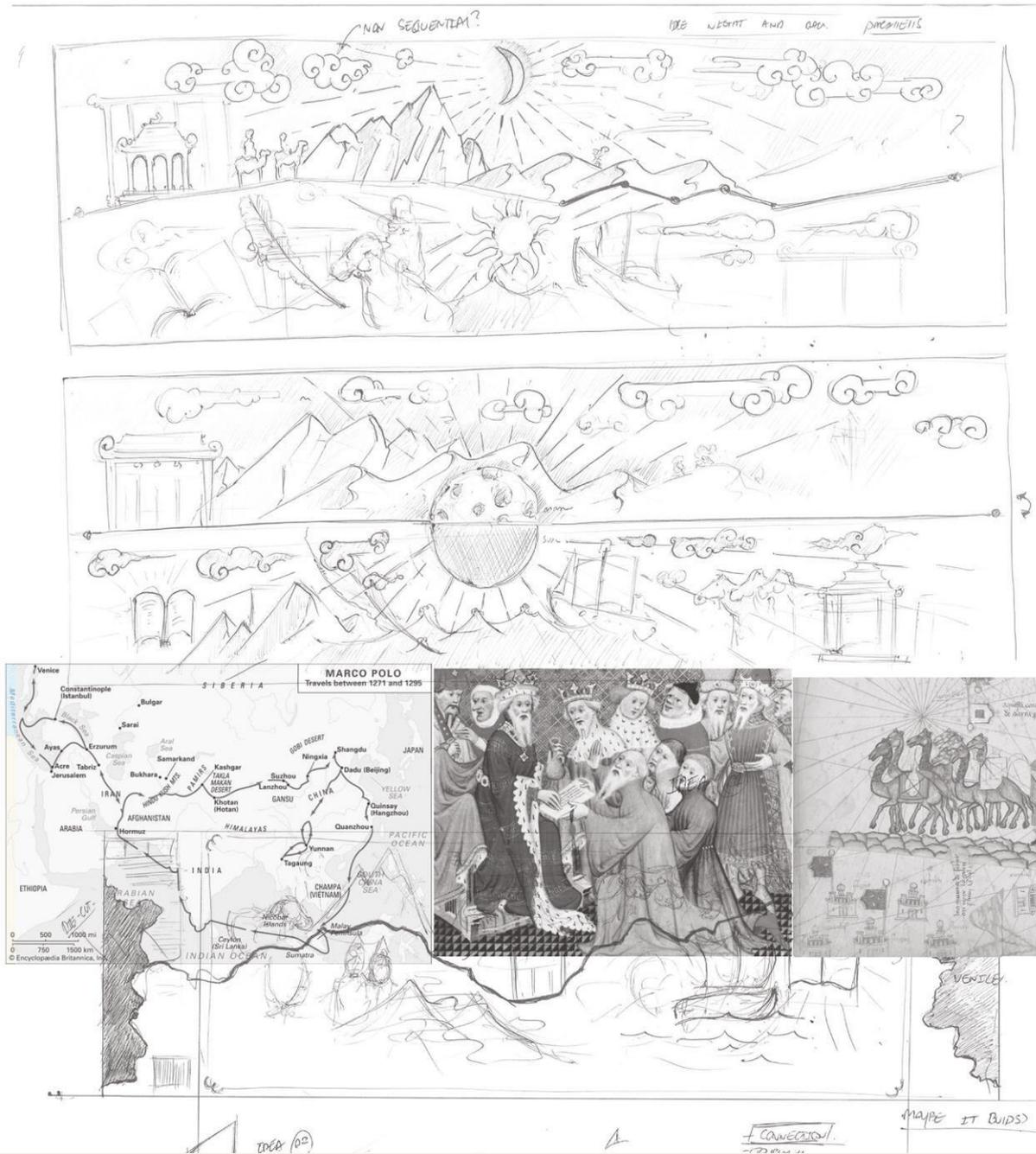
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Exploration & Connection: story telling in a label

The taste and aroma of the wine connects us to mother earth, to nature, to life-long friendships.

We share our journeys of happiness and hardships, of achievement and failure, of laughter and tears, knowing that those connections we have with the world around us, with our family and friends, will enfold us through our journey of life, keep us safe, expose us to new feelings, emotions, dreams and ambitions.

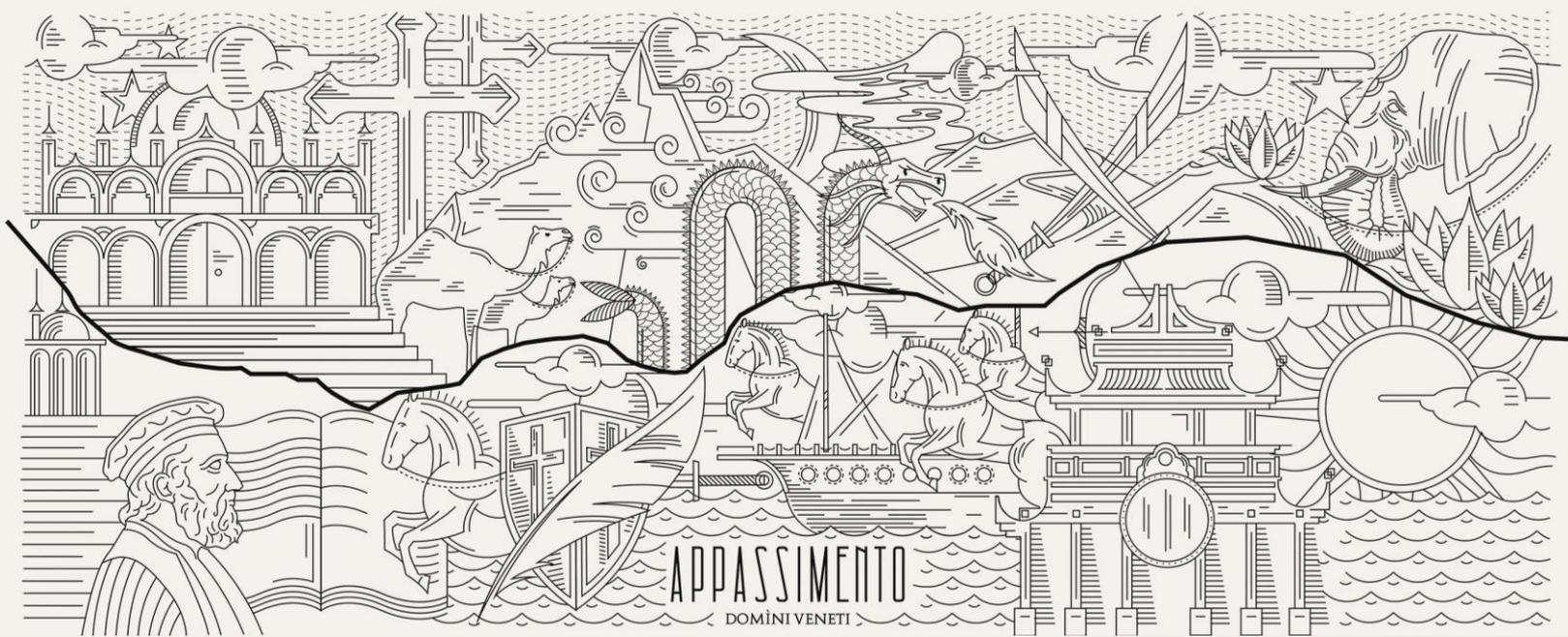
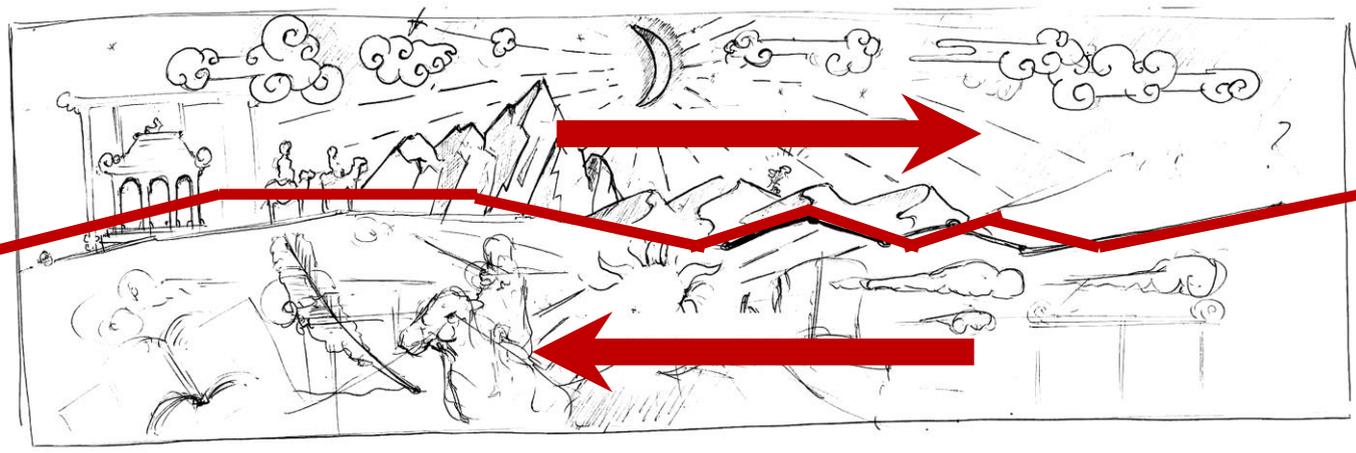
And so the connections we share though wine are mirrored in the intricate story of Marco Polo's travels, the legendary story that enfolds the rich and textured wine of Appassimento.



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SILK ROAD



Marco Polo

Label Concept

Top label > Marco Polo travels east.
Bottom label > Marco Polo travels west.
Connection > land and sea > moon and sun > facts and fiction.



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Marco Polo

Label Concept: from an journey to discovery new lands to and journey to discover Valpolicella unique taste!

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Marco Polo wines :The portfolio from and special Cru area



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Appassimento

Rosso Veneto IGT

Passito

The king of wines: made with 8 kg of dried bunches.

Ready to drink, easy for any kind of consumer with a good residual sugar but still dry for international rules.

It is the new trend, number one in all the OffTrade market in Europe and USA about Italian wines.



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Corvina

Veronese IGT

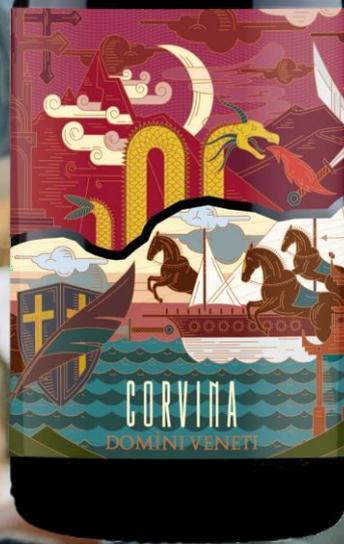
Corvina is the queen of Veronese red grapes, typical of Valpolicella.

Colour: ruby red with garnet reflections.

Bouquet: spicy with notes of vanilla and hints of cherry and black cherry.

Taste: soft and round with sweet tannins that blend well with the wine's texture. The finish is long, ending with spicy tones

Ideal with grilled and braised red meat.



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Pinot Grigio

Delle Venezie D O C

Our Pinot Grigio delle Venezie comes from well-ventilated hilly vineyards with light soil and temperature variations that enhance its fragrances. It features the aromas of white flowers and hints of pear and tropical fruit, with a good structure and pleasant freshness.

Colour: straw-yellow.

Bouquet: delicate, complex, with notes of flowers and yellow fruit.

Taste: dry, fresh.

Excellent as an aperitif and ideal with salads, vegetable appetisers, fish dishes and white meats.



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Garganega

Veneto IGT

Garganega is the queen of white Veronese grape varieties, typical of Soave.

Colour: straw-yellow with greenish reflections.

Bouquet: fine, with delicate notes of white fruit, lightly floral.

Taste: medium-bodied, harmonious, fresh, combining freshness with a final note of bitter almond, typical of the Garganega grape variety.

Ideal with appetisers and pasta dishes with vegetables and fish.



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APPASSIMENTO

ROSSO VENETO IGT PASSITO
MARCOPOLO



2022



GOLD MEDAL
Gilbert Gaillard

2020



94 POINTS
Luca Maroni



90 POINTS
James Suckling.com



SILVER MEDAL
Decanter World Wine Awards

2019



96 POINTS
Luca Maroni



91 POINTS
James Suckling.com



GOLD MEDAL
Vinarium International Wine Contest

CORVINA

VERONESE IGT
MARCOPOLO



2021



GOLD MEDAL
Gilbert Gaillard

2020



GOLD MEDAL
Mundus Vini

2019



SILVER MEDAL
Vinarium International Wine Contest

The advantage to work with Marco Polo's wines

- All wines are BRC and IFS certified, they meet the strict Company protocols and quality standards of international taste. A research that goes beyond the simple wine-food matching but the philosophy of “enjoy a glass of wine”.
- The labels capture the consumer's attention right from the shelf, the appeal guarantees rapid turnover and affordability.
- All the bottles benefit from a territorial marketing recognized all over the world: Valpolicella, Veneto, Venice.
- Price positioning is not a price fighter with international wines but is positioned as a middle shelf among the great wines.
- The Company supports through communication campaigns that directly involve customers.



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Our certifications
Cantina Valpolicella Negrar is set up to control the complete production
process,
from arrival of the grapes through to vinification, maturation and
bottling.

Our quality system grants:

- the customer satisfaction
- the security,
- the healthiness of the product
- the respect of the environment.



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