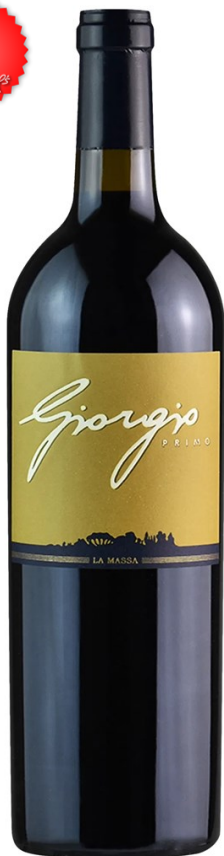




La Massa

Giorgio Primo from La Massa is a luxurious and meticulously crafted Super Tuscan, combining Cabernet Sauvignon, Merlot, and Petit Verdot to showcase the richness and complexity of the Conca d'Oro terroir in Panzano.



Alcohol :14,50 %

Composition: 55% Cabernet
Sauvignon, 40% Merlot, 5% Petit
Verdot

Giorgio Primo 2019

Tuscany, Italy

Region and Vineyards

Giorgio Primo is produced in the prestigious **Conca d'Oro (Golden Basin)** of Panzano, situated in Tuscany's renowned Chianti Classico region. The vineyards are planted at an altitude of **360 meters** above sea level, benefiting from full southern exposure, which ensures optimal ripening conditions. The **27 hectares of vineyards** are characterized by **scaly clay and galestro soils**, a mixture of loose marl and limestone that contributes to the wine's structure, minerality, and complexity.

The soils are classified into three distinct geological formations: **clayey schist and calcareous marl, scaly yellow and grey marl (galestro)**, and a mix of large blocks or layers encased in a clayey matrix. These diverse soils enhance the uniqueness of the grapes, while the **spurred cordon training system** and a low yield of **0.9 kg per vine** ensure concentration and quality.

Winemaking

Giorgio Primo is a blend of **Cabernet Sauvignon (55%), Merlot (40%), and Petit Verdot (5%)**, harvested by hand with meticulous vineyard management. Each varietal is vinified separately, with fermentation in stainless steel tanks under controlled temperatures to retain purity and intensity.

The wine undergoes ageing in **50% new French oak barrels** for approximately **24 months**, followed by additional time in the bottle to integrate its complex flavors. This approach highlights the wine's aromatic finesse and powerful tannic structure, capturing the essence of the vintage and terroir.

Tasting Notes

- **Color:** Deep garnet red with a brilliant hue.
- **Aroma:** An intense bouquet of blackcurrant, plum, and blackberry, layered with hints of cedar, tobacco, and sweet spices.
- **Palate:** Full-bodied and structured, with silky tannins and vibrant acidity. Flavors of dark fruit, chocolate, and graphite lead to a long, elegant finish with notes of vanilla and toasted oak.



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Giorgio Primo 2019

Did you know?

The name **Giorgio Primo** is a tribute to Giorgio Cavalli, the visionary who revitalized the La Massa estate. Situated in the **Chianti Classico region**, the wine is intentionally labeled as an **IGT Toscana** to emphasize its international style and independence from traditional Chianti classifications.

Wine Pairing Ideas

- **Bistecca alla Fiorentina:** The bold structure and dark fruit notes of Giorgio Primo complement the rich, smoky flavors of this classic Tuscan steak.
- **Braised short ribs with rosemary and thyme:** The wine's tannins and earthy undertones balance the savory richness of braised beef.
- **Mature Pecorino Toscano:** The wine's acidity and complexity pair beautifully with the nutty, tangy profile of aged Pecorino cheese.
- **Porcini mushroom risotto:** The earthy flavors of porcini mushrooms enhance the wine's minerality and depth, creating a harmonious pairing.



Robert Parker (RP) : 98 Points (2019)

The beautiful 2019 Giorgio Primo is 55% Cabernet Sauvignon, 40% Merlot and 5% Petit Verdot. Vintner Giampaolo Motta's inspiration is the great wines of Bordeaux, and his vision has never changed despite many passing trends. But perhaps his most important choice as a winemaker (born outside of Tuscany) is his firm commitment to Panzano in Chianti as the ideal home for the French grapes he cultivates. An exciting new Merlot is also in the works, so stay tuned. This is an etched and polished wine with dark fruit, spice, graphite and pencil shavings. The tannins are beautifully managed, and the wine is long and complex.



Vinous (Antonio Galloni) (VN) : 97 Points (2018)

The 2018 Giorgio Primo represents a new level of finesse at La Massa. Powerful and dense in the glass, with tremendous structure, Giorgio Primo is a terrific example of how compelling international varieties are in Panzano's Conca d'Oro district. Crème de cassis, spice, new leather, chocolate and sweet spice build into the textured, palate-staining finish. (AG) (9/2021)



Decanter (DCT) : 95 Points (2018)

Intense, aromatic and textured, the 2018 Giorgio Primo features wafts of potpourri, earth, cocoa and petrichor. In the mouth, almost-chewy tannins combine with fresh acidity and a herbal, balsamic edge to support powerful, opulent dark fruits. It's all held in check by limestone verticality, and finishes soft and long. (JB)

