



Family Wine Estate

A HIDDEN TREASURE ON LAKE GARDA, A CHARMING VENUE AWAITING TO BE DISCOVERED

You'll find us in Pozzolengo, in the heart of Italy's Lugana wine region and only a stone's throw from the world-famous Lake Garda. A place where some of the great past civilisations cross paths, as well as the site of devastating conflicts that altered the course of Italian history. In these lands, where varied cultures and traditions infused with a uniquely determined and diligent population, there is only one true master: the land itself.

Daniele Malavasi is an honoured son of this land. 10 years ago, with determination and courage, he came to lead a unique project of unparalleled beauty, and with wine at its heart.

He found plots of land of outstanding wine-growing tradition, checked sun exposure and analysed modern farming system, looking for facilities capable of coordinating grape production.

For Daniele, Wine is far more than a drink, albeit a noble one. It grants privileged access to the guest's soul, which is fully revealed in the pivotal moment of wine tasting, when sensitivity, culture and curiosity converge.

This is Malavasi's second essence: warmth and acceptance, the glass of wine becoming a genuine opportunity for getting closer to other people.

Tasting Malavasi wines means embracing the values underlying the whole business: wine is a family heirloom, a treasured tradition passed down from father to son over three generations. It takes but a few sips for the guest to experience and recognize the intriguing and ever-challenging relationship between man and land, made increasingly complicated by the demands of modern tastes and trends.

The winery he founded is a composition of love and passion for the land, for which only the most qualified specialists in agronomy, oenology and business would suffice.

Over the years, he has been driven on by his infectious enthusiasm and willingness to experiment in an increasingly competitive market, always listening to new voices from enlightened players in the wine-making arena.

Daniele was never one to shy away from a challenge. Actually, challenges spur him on. He was also possessed of the care and attention to detail and the sharp entrepreneurial vision which characterises the people of this region.

The invaluable guidance of the renowned Bernabei family was a turning point. Having fully grasped the potential of the land, the company quickly turned its attention abroad and

gradually became the new ambassador of an area both astoundingly beautiful and rich, providing it with new and intriguing opportunities.

Malavasi was thus able to establish his brand and build up an overwhelmingly positive consensus among the “people that matter”, catching the eye (and – more importantly – the appreciation) of relevant oenological guides and opinion leaders. Such reviews have become an asset for the brand, valued and endorsed by clients.

The company is young and the road is still long and winding, but Daniele’s intuitions are promising and his projects varied and ambitious. Most of all, Malavasi’s credibility has risen to the point that the company has been defined – in the words of certain legends of the wine industry – a “hidden gem”, one of the leading wineries in the Garda region, with wines to grace even the most refined and discerning of palates.

With the mild climate and rich soil derived from the glacial moraine hills acting as the natural amphitheatre of Lake Garda, Malavasi wines are far more than mere titillation of the senses, a harmonious and balanced combination of grapes grown in lands, which are sometimes morphologically very different from one another.

Each element tells a tale of generations of family history. The name of the wine often echoes a face, a story, a particular plot... things that made up the “story” of this small wine company. Here, each bottle is the result of decisions made over the years, when even hardship could not suppress the anticipation and exhilaration accompanying each new harvest.

An emphasis on the ecological sustainability of the vines is also Malavasi’s propriety.

A reduced reliance on SO₂ in favour of modern, sometimes even state-of-the-art methods of wine-making, is only the symbolic starting point of our drive to develop environmentally friendly tools.

All these techniques and initiatives are always linked to Malavasi’s tenet, namely that the whole wine-making system must be in harmony with the environment and close to the people. Wine is symbol of a certain lifestyle, an opportunity for conviviality and a means to personal wellbeing.

Traditional harvesting using donkeys to drag crates filled with bunches of grapes between vine rows, or unique methods of bottle ageing on the bottom of the estate’s lake adopted for certain processes are but a few examples of innovative, groundbreaking methods compared to standard industrial ones. The whole process is both authentic and genuine and it is supervised at every step, adding value to the finished product in the eyes of the most knowledgeable and attentive consumers.

The Lugana region is a leading light for production of wines, with a range of varieties, selections and blends available. An afternoon in the estate, under the expert guidance of Ms Ames or her team, is a fascinating experience and one in which details are revealed that make each of these bottles unique. There is also space here for intriguing white wines, which – knowledgeably assembled with Turbiana, for example – enhance international varieties such as Sauvignon and Tocai.

The company is also renowned for its original and successful red wines. An unexpected mention goes to the charming Petit Verdot, which the company’s expertise manages to transform into wines of supreme heritage and exquisite refinement. Those with a passion for the variety would not forgive us if we did not also sing the praises of our Lambrusco (Ciocapiat) – the family’s crown jewel, reminiscent of the family’s Mantuan origins.

Malavasi is now called upon to take a new leap forward, in terms of product quality of course, but mostly in terms of vision and organisation. The choices made so far have been correct and capable of supporting the company's stand on the international arena, but in order to face the new challenge Malavasi needs to rely on its people. Malavasi's values must be mirrored and expressed at all levels and functions: from sales to communication, from people reception to services. Again, the human factor is at the core of a project where wine excellence meets the warmth and harmony of the place where it is created. This is Malavasi's mission: remaining true to its origins (those of a small, excellence-oriented Lugana winemaking company) while embracing the challenges of today's and tomorrow's wine industry.

Malavasi – to your heart's content.