



la massa | presentation 2010

« At La Massa, we have a passion for Sangiovese, Cabernet Sauvignon and Merlot. Our two wines, the elegant La Massa and the world renowned Giorgio Primo, reflect tradition in Tuscany. Since the early 1600's, grape growing in Tuscany was revolutionized by the introduction of grape varieties such as Cabernet Sauvignon and Merlot. Cosimo 3rd of Medici lead this revolution. He was an expert and great wine passionate. At La Massa, generations and generations of people who have worked these unique soils in Panzano have brought their knowledge to the noble grape varieties from Bordeaux. Indeed, the history of La Massa goes back to 1490 and Merlot and Cabernet Sauvignon varieties were found in here nearly 400 years ago. I continue this long history at La Massa with my own idea, always with rigour and classicism. As I am passionate about the Grands Crus from Bordeaux, I often imagine a Château in Bordeaux full of crazy and passionate Italians. This is what our limited production Giorgio Primo is all about. It is my way of interpreting the Grand Vin from Bordeaux. A Grand Vin with a unique Italian craziness! »

Giampaolo Motta

The Wine Spectator Magazine released Top scores for 2008 Tuscan wines.
La Massa and Giorgio Primo reviews.



Wine Spectator, October 31, 2010 Issue - La Massa 2008

90 points

«Full-bodied, with gorgeous aromas of crushed raspberry and cassis, fine tannins and an attractive finish. There's very attractive balance to this. Best after 2010.» (James Suckling)



« With a majority of Sangiovese, La Massa is layered and serious but does not take itself too seriously. At home, this is a wine I enjoy at any time of the day . And when I am away it brings me back to La Massa which I often miss...»

Giampaolo Motta



The Wine Advocate #191 October 2010 Issue - La Massa 2008

91 points



« The 2008 La Massa is a decidedly restrained wine for this house. Dark fruit, minerals and a variety of flowers are layered into an exquisite frame of impeccable elegance and pedigree. The 2008 doesn't look to be a long-term ager, but it should drink nicely over the next few years while the fruit retains its juiciness. Anticipated maturity: 2010-2016. » (Antonio Galloni)

« With a majority of Sangiovese, La Massa is layered and serious but does not take itself too seriously. At home, this is a wine I enjoy at any time of the day. And when I am away it brings me back to La Massa which I often miss... »

Giampaolo Motta

The Wine Spectator Magazine released Top scores for 2008 Tuscan wines.
La Massa and Giorgio Primo reviews.



*Wine Spectator - October 31, 2010 Issue
Special Tuscan Wines - Giorgio Primo 2008*

94 points

«A structured but balanced red. The polished, silky tannins caress the palate and deliver beautiful fruit, with plenty of currant, black olive and licorice character. Merlot, Cabernet Sauvignon and Petit Verdot. Best after 2013.» (James Suckling)



«La Massa has a long history of generations of people who have worked the unique soils of Panzano to cultivate the noble grapes of Bordeaux. In fact, the history of La Massa goes back to 1490 and the Merlot and Cabernet Sauvignon grapes have been here for nearly 400 years. I am dedicated to continuing this rich tradition at La Massa and bringing my own experience and knowledge with rigor and classicism to produce quality wine.»

Giampaolo Motta

The Wine Advocate #191 October 2010 released scores for 2008 vintage
La Massa and Giorgio Primo reviews.

The Wine Advocate #191 – October 2010 Issue
Giorgio Primo 2008

93+ points



«The 2008 Giorgio Primo is all class and elegance. It shows surprising richness for the vintage with a level of detail, clarity and polish that are first-rate. Minerals, crushed flowers, cassis and sweet grilled herbs add complexity on the long, focused finish. This is a fabulous effort from proprietor Giampaolo Motta. Anticipated maturity: 2013-2023.» (Antonio Galloni)

«La Massa has a long history of generations of people who have worked the unique soils of Panzano to cultivate the noble grapes of Bordeaux. In fact, the history of La Massa goes back to 1490 and the Merlot and Cabernet Sauvignon grapes have been here for nearly 400 years. I am dedicated to continuing this rich tradition at La Massa and bringing my own experience and knowledge with rigor and classicism to produce quality wine.»

Giampaolo Motta

Giorgio Primo 2007

N° 27 of Wine Spectator's Top 100 of 2009
97 points



“Dark and brooding, with intense aromas of lead pencil, blackberry, black cherry and licorice. Full-bodied with velvety, polished tannins, followed by vanilla, berry and currant on the finish. Powerful and complex. Built like a brickhouse. Merlot, Cabernet Sauvignon and Petit Verdot. Best after 2013.” – J.S.

Giorgio Primo 2006

94 Points

“Offers blackberry, toasty oak and milk chocolate aromas. Full-bodied, soft and velvety, with a long, rich finish. Concentrated and pretty. Layered and serious.
Best after 2011. 2,150 cases made.” – J.S.



La Massa 2007

91 points

Delicate, subtle aromas of Indian spices, berries and flowers follow through to a full body, with fine, silky tannins and a fresh, caressing finish. Sangiovese, Merlot and Cabernet Sauvignon. Best after 2011. 8,300 cases made. –J.S.

A man with dark hair and a beard, wearing a brown suit jacket over a light blue shirt, is seated at a table. He is holding a wine glass filled with red wine and looking towards the camera with a slight smile. In the foreground, a bottle of wine with a blue and yellow label is visible on the table. The background is softly blurred, showing a dark wooden headboard and a warm, indoor setting.

« The history of La Massa goes back to 1490 and the Merlot and Cabernet Sauvignon grapes have been here for nearly 400 years. I am dedicated to continuing this rich tradition at La Massa and bringing my own experience and knowledge with rigor and classicism to produce quality wine.»

Giorgio Primo 2007 (91-94) points



The 2007 Giorgio Primo (from barrel) is 50% Merlot, 40% Cabernet Sauvignon, 10% Petit Verdot aged in 100% new oak with frequent batonnage. It is a big, rich wine loaded with vibrant dark fruit, violets, graphite and minerals, all of which come together in a richly-textured, sensual style. The wine possesses great balance and is very promising at this stage. This is a very Bordeaux-like Giorgio Primo. Barrel sample. (Antonio Galloni)

Giorgio Primo 2006 (94 points)

The 2006 Giorgio Primo is a totally different animal. It is a powerful, rich and intense wine loaded with dark fruit, earthiness, tobacco, tar and smoke, all of which come to life on a structured frame. Despite its size, the wine reveals tons of clarity and precision, all it needs is a few years to come together. In 2006 Giorgio Primo is 30% Sangiovese, 30% Merlot, 30% Cabernet Sauvignon and 10% Petit Verdot. Anticipated maturity: 2011-2021.

(Antonio Galloni)

La Massa 2007 (91 points)



The 2007 La Massa reveals unusual harmony and grace. This expansive, generous La Massa offers plenty of perfumed red fruit, liquorice, new leather and spices in a seamless, opulent style. The wine's balance and sheer class are impeccable. In 2007 La Massa is 70% Sangiovese, 20% Merlot and 10% Cabernet Sauvignon that spent 12 months in oak, 10% new. La Massa remains one of the top relative values in Tuscany. Anticipated maturity: 2009-2017

(Antonio Galloni)

«Proprietor Giampaolo Motta is one of the most passionate, driven producers in Tuscany. Seemingly never content with his wines, he continues to ratchet up quality in a meaningful way. The 2007 vintage brings with it a few significant changes, first and foremost the elimination of Sangiovese from the top of the line Giorgio Primo. Motta has never been fully satisfied with the way Sangiovese ages, so he has opted to use all of his Sangiovese in the entry-level La Massa, and use only his finest Merlot, Cabernet Sauvignon and Petit Verdot for Giorgio Primo. It is only a matter of time before prices increase for Giorgio Primo, so fans of this wine will want to give the 2007 special consideration.» (Antonio Galloni)



contact | **La Massa**
Via Case Sparse, 9
50020 Panzano in Chianti
FI Italia
Office: +39 055 852 722
Fax: +39 055 852 722
julia@fattorialamassa.com