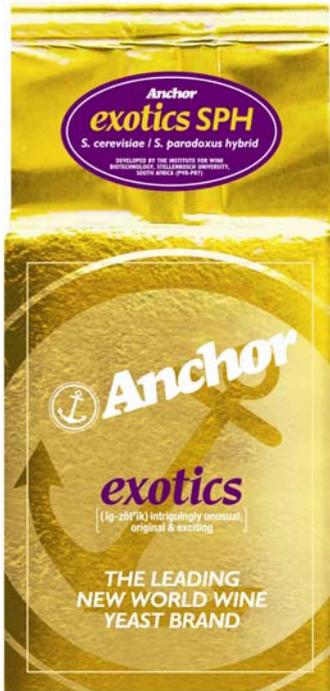


Press release
May 11th 2011

Anchor Exotics SPH, a novel new world wine yeast strain from Anchor Yeast

Montpellier, France. Anchor Exotics SPH is the world's first non-genetically modified hybrid between *Saccharomyces cerevisiae* and *Saccharomyces paradoxus* (SPH). It has the benefits of wild yeast without the risks that natural fermentation is sometimes associated with. This strain ensures complete fermentation, facilitation of malolactic fermentation (in red winemaking), up to 15 g/l glycerol production and, most importantly, allows winemakers to produce full-bodied complex wines.



Winemaking trials conducted with Exotics SPH in France and South Africa revealed exceptional results. In tastings of Syrah wines in France, Exotics SPH was the tasters' preferred yeast, delivering a well-balanced, complex, round wine. They described it as a yeast suitable for the production of 'cuvée' and single vineyard wines.

Compared to *S. cerevisiae* commercial strains, Exotics SPH also has the ability to partially break down malic acid, thereby substantially increasing the speed of bacterial malolactic fermentation (MLF). This crucially important attribute enables the quick processing of wine and also protects against microbial spoilage (for example, from *Brettanomyces*). Exotics SPH facilitates the speedy completion of the MLF process. In addition, in high grape-sugar conditions, the yeast produces significantly more glycerol and less alcohol than most commercially available strains. In trials, Exotics SPH fermented South African Pinotage with a level of 15.5% alcohol to a dry wine with ease.

Due to its moderate fermentation speed, Anchor Exotics SPH has also been used successfully in South Africa to produce barrel-fermented white wines (Chardonnay and Chenin Blanc). Winemakers describe the resulting wines as having a complex, exotic bouquet with a very pleasant mouthfeel.

This new world wine yeast strain, brought to you by OENOBRANDS offers winemakers the opportunity to create wines with increased complexity in controlled conditions.

For more information, please contact Oenobrandts at info@oenobrandts.com.

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Note to the Editors:

About Oenobrandts : Oenobrandts designs and markets the oenological products of today and tomorrow. Its permanent innovation strategy allows the creation of solutions that provide an integrated answer for both the ambitions and desires of the winemakers, traders and consumers. It is with a strong belief in the future of the industry and dealing with the current changes that Oenobrandts, supported by its world-renowned parent companies develops a range of oenological products including enzymes, yeast, yeast-derived products and bacteria. With a highly qualified team, expert in many fields, Oenobrandts strives to offer winemakers novel and scientifically sound solutions, as well as to highlight the positive synergies between its products. Oenobrandts distributes its brands Anchor, Fermicru, Fermivin, Fermichamp, Extraferm, Maxaferm, Claristar and Rapidase on the five continents through a specialized network.

For more information or to obtain high-resolution images, please contact:

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