

Press release
September 5th 2011

Because yeast nutrition is a matter of precision, Oenobrand has developed Natuferm®.

Montpellier, France. Looking back to the days when the first yeast nutrient was developed, knowledge in the field has made considerable progress. It is today common practice to pilot fermentation by adding targeted amounts of oxygen, organic nitrogen or ammonium salts, vitamins, sterols, minerals, trace elements, anti-inhibitor compounds or antioxidant compounds.

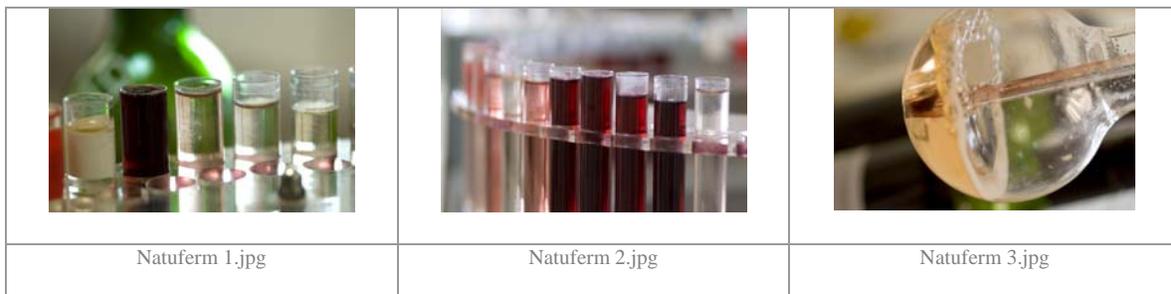
As a result of scientific research, an incredible variety of complex yeast nutrients are now available for winemaking. Many winemakers want to take an increasingly active role in managing fermentation. These winemakers are seeking to combine their experience with new scientific developments to find the yeast nutrition product best adapted to the specific requirements of their harvest, winemaking facilities and quality objectives.

To support this approach, Oenobrand has developed Natuferm®. Composed of 100% inactivated yeast rich in yeast-available organic nitrogen and trace elements, Natuferm® offers ideal nutritional properties. Comparative tests have proven its efficacy on fermentation performance, as well as its contribution to a wine's aromatic quality. Natuferm suspends extremely easily in liquid, a property that offers the ease of use provided only by Oenobrand products in this range (Maxaferm®, Extraferm®, Natuferm®).

Natuferm® has a naturally low level of the amino acids that can lead to the formation of biogenic amines or ethyl carbamate. The negligible amount of histidine, arginine, tryptophan and tyrosine ensures that their derivatives remain below levels that could pose problems in marketing the wine.

Natuferm® exemplifies Oenobrand's approach to offering winemakers precision in fermentation management, repeatability of organoleptic profiles and analytical quality.

For more information, please contact Oenobrand at info@oenobrand.com.



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Note to the Editors:

About Oenobrand : Oenobrand 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 Oenobrand, 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, Oenobrand strives to offer winemakers novel and scientifically sound solutions, as well as to highlight the positive synergies between its products. Oenobrand distributes its brands Anchor, Fermicru, Fermivin, Fermichamp, Extraferm, Maxaferm, Claristar and Rapidase on the five continents through a specialized network.

The www.oenobrand.com website is under construction and will be online soon. In the meantime, please use the email address info@oenobrand.com as the contact for your readers.