

Press release
March 4th 2011

The first synergetic enzyme-yeast solution for producing rosé wines

Montpellier, France. Today, Rosé wines are an integral part of the international wine market. Fresh, pleasant and easy to drink, they occupy a growing portion of the “popular premium” market segment. Aware of the importance of this fast growing sector, OENOBRANDS has concentrated its efforts on providing solutions for each one of the three main rosé wine profiles. The first solution, aiming to help the winemaker to produce fruity, red berries-type rosé wines is now available!

Using the principle that has become one of OENOBRANDS’ undeniable strength, this solution is based on an enzyme-yeast pair acting in synergy.

1. AN ENZYME: Rapidase Rosé will, depending on the winemaking process, be applied either directly onto grapes or after pressing into the must. Applying the enzyme onto the grapes will first favour the extraction of aroma and/or precursors, and increase juice yields (around 9% according to trials organised in France in 2009). Secondly, without the need of a second addition Rapidase Rosé facilitates and accelerates must clarification. The maceration temperatures implemented allow full command of colour levels. A sole application on must enables both thorough settling; necessary for producing ester-type aroma, and targeted extraction of aromatic compounds from the lees. With these two possible applications, Rapidase Rosé can be fully integrated into any rosé production itinerary. More generally, enzyme addition saves time, a sizeable advantage in a market where speed is a key success factor. Moreover, speeding up the process has a positive impact on wine quality by allowing lesser oxidation.
2. A YEAST. The second part of the synergetic solution is a yeast strain that produces, on must previously clarified with Rapidase Rosé (the production of ester-type aromas requires advanced clarification), a large quantity of aromatic compounds synonymous of red berries, white flesh fruits and caramel. This property has been validated analytically as well as in tastings of trials carried out in institutes and in twenty eight wineries, with a variety of winemaking techniques.

Building on the success of the “Rosé fruité” solution, OENOBRANDS will soon add-on to the rosé tool box with two new yeast strains, one for obtaining “citrus” (thiols) type rosé wines and the other for “banana candy” (amylic) type rosé wines.

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

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

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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.

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