



**Press release**  
18/05/2012

*Montpellier, France.* **Claristar: More than a tartrate stabilization, an enhancement of the white and roses wines**

Oenobrand developed Claristar, the mannoprotein fraction with proven instant action on the potassium tartrate stabilization of white and rosé wines. Claristar has been on the market since 2007 and is recognized by 98% of users as easy-to-use, fast, precise and non-traumatic for wines (survey on 1200 batches of wine treated with Claristar).

Highly soluble, Claristar interacts with microcrystals to stop their growth and keep them at a size invisible to the eye. Claristar is an unmatched natural alternative to exogenous and harmful stabilization techniques, thanks to the positive action of the mannoproteins on colloidal balance.

This method presents the additional combined benefit of preserving the wine's aroma, colour and natural acidity. Customers testify to this, since 92% of tasters observe comparing to wines stabilised using cold treatment, an increased aroma expression, a sensation of volume and roundness on the palate and an improved aromatic freshness during wine storage.

The liquid formulation facilitates the instant stabilizing effect, allowing immediate final filtration. The use of Claristar results in an average 15-day reduction in the tartrate stabilization process.

Many winemakers worldwide already benefit from the use of Claristar and testify to its added value. This innovative liquid ingredient is easy to use by following the simple application recommendations.

This is another **ADVANCED WINEMAKING SOLUTION** brought to you by OENOBRANDS.

*For more information on Claristar, please contact Oenobrand at [info@oenobrand.com](mailto:info@oenobrand.com).*

Find out more about Oenobrand, our solutions, our innovations and our brands on our website, [www.oenobrand.com](http://www.oenobrand.com), or on Facebook at [www.facebook.com/Oenobrand](http://www.facebook.com/Oenobrand)

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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 wine makers, 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 (DSM Food Specialties and Anchor BioTechnologies) 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 with novel and scientifically sound solutions as well as highlight the positive synergies between its products. Oenobrand distributes its brands Anchor, Fermicru, Fermivin, Fermichamp, Extraferm, Maxaferm, Claristar and Rapidase on the the five continents through a specialized network.*

**You will find a dedicated press area on our new website [www.oenobrand.com](http://www.oenobrand.com) from which you can download our press releases in English. It will soon be available in several languages.**

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For more information please contact:

Ms Ira Imig  
PR for Oenobrand  
[i.imig@trilobe.com](mailto:i.imig@trilobe.com)  
+ 33 (0)4 67 63 96 61