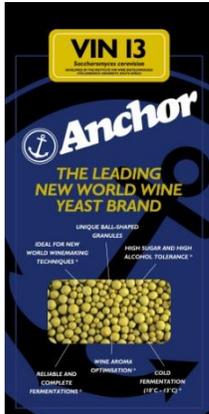


Press release
June 2013
Montpellier, France

New 250-g pack size for Anchor wine Yeast

Traditionally available in 1 kg packs or, by special order, 5 kg, there was a need for Anchor Yeast in a smaller pack size in order to cater to the growing demand for the product from smaller wine producers.



As a result, from July 2013 the following strains of Anchor Yeast will be available in a new 250-g pack size: VIN13, NT202, NT116 and NT50.

This new pack size will allow smaller wineries, garage winemakers, or any winery producing more confidential or experimental wine batches, to benefit from the fermentation performance and unique aromatic profiles of Anchor new world wine Yeast.

Information regarding the different strains of Anchor Yeast and their applications can be found on www.oenobrand.com. All strains will be available worldwide through Oenobrand's network of distributors or on www.oenobrand.com.

Anchor Yeast is the leading New World wine yeast brand and is now able to cater to any winemaker's needs and most wine batch sizes.

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

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

- end of press release -

Contact for your readers:
info@oenobrand.com
www.oenobrand.com

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.

Should you be interested we can supply you with corresponding photographic material with printing quality. These pictures may be used without any reproduction charge, but reference must be always be given, e.g. by © Oenobrand. For more information please contact:

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