



Press release

Montpellier (France), 12 July 2012

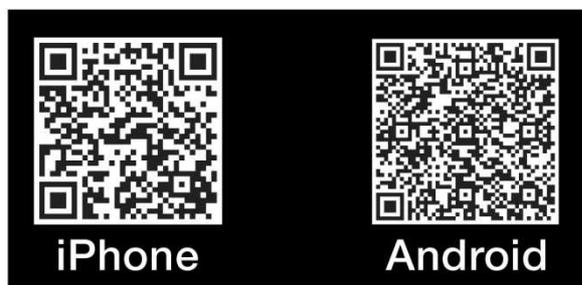
Oenobrand, finely attuned to the needs of winemakers, cultivates innovation in all its forms:

- ✓ **designing ingredients** that improve wine quality
- ✓ **creating websites and social networks** to build an active global **wine community**
- ✓ **developing a unique smartphone application** that performs the calculations and conversions used daily in winemaking.

In the aim of providing winemakers with useful and innovative high-tech solutions, Oenobrand has launched several computer-based resources that capitalize on the advantages of each type of media:

- ✓ information via websites
- ✓ daily technical data via blogs and Twitter
- ✓ exchange of ideas and experiences via Facebook
- ✓ a portable tool for instant calculations via smartphone application.

Oenotools is Oenobrand's latest computer-based resource. Developed in collaboration with Olivier Zebic, this one-of-a-kind, free **smartphone application** performs the calculations and conversions professional winemakers use in their daily work. The application is available for iPhone, iPad and Android in five languages: English, Spanish, German, French and Italian. Since its launch, it has been downloaded by over 3,000 users in the main wine-producing countries (the United States, France, Spain, Italy, Australia, Germany, etc.), proving its success.



The conception and development of this unique universal wine calculator bears witness to the **innovation and dynamism of the Oenobrand team**. Always attentive to the industry's needs, Oenobrand constantly seeks how best to meet them, from developing high-quality winemaking products to designing computer-based resources at the service of winemakers. These resources have enabled **Oenobrand to create an active global wine community**, facilitating contact between its team and wine professionals, as well as between winemakers.



The **Oenobrand site** (www.oenobrand.com) provides information on the company, its team, its brands and its range of products.



Oenobrand on Facebook (www.facebook.com/Oenobrand) serves as an interactive platform for industry professionals and the Oenobrand team to exchange information on market trends and industry events (trade fairs and seminars), as well as on results obtained using Oenobrand products.



New World Winemaker

(www.newworldwinemaker.com) an Oenobrand-run news site for winemakers providing today's most complete information on winemaking techniques. Topics include fermentation, yeast nutrition, wine filtration and stabilization.

New World Winemaker is also on Facebook (www.facebook.com/NewWorldWinemaker) and Twitter (www.twitter.com/wineyeast), updated with daily technical information.



www.newworldwinemakerblog.com is an **interactive blog** on winemaking and related issues. Bloggers are free to use it to exchange opinions, ideas, philosophies and personal experiences.



The multiple resources developed by Oenobrand perfectly reflect the approach of the company: vision and creativity at the service of wine professionals.

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For more information, please contact Oenobrand at info@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 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.

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