

IOC BE FRESH™



YEASTS

Fresh, fruity and concentrated red wines, without the sulphurous odour of reduction

↓ OENOLOGICAL APPLICATIONS

IOC BE FRESH™ has been developed as a result of innovative technology in yeast selection.

A genuine lever when it comes to bringing out aromas linked to the fresh fruitiness of red wines, it consequently does not form SO₂. In addition, it helps reduce the formation of ethanal, a molecule which combines strongly with sulphites.

But above all, **IOC BE FRESH™** is the perfect yeast for producing red wines without reduction (H₂S odours), meaning it is particularly suited to grape varieties such as Syrah and Mourvèdre, as well as many other sensitive varieties.

All these characteristics go to make up **IOC BE FRESH™** as a powerful tool in the winemaking process for ripe harvests and obtaining healthy, clear red wines with a great freshness and purity both on the nose and the palate, while keeping sulphites at their lowest level.

↓ OENOLOGICAL CHARACTERISTICS

- Variety: *Saccharomyces cerevisiae*.
- Killer factor: K2 active.
- Resistance to alcohol: 16% vol.
- Needs in nitrogen: high. Nutritional supplement is required and needs to be adapted to the initial level of available nitrogen.
- Ensures regular fermentations between 20°C and 28°C. Avoid temperatures > 26°C in the case of potential alcohol level of > 14% vol.
- Latency phase: short. Inoculation as early as vatting is strongly recommended for optimum performance, as well as rehydration with a protector if alcohol content is high.
- Speed of fermentation: moderate
- Production of volatile acidity: moderate, lower in the case of potential alcohol of < 14.5% vol.
- Production of SO₂: almost none.
- Production of H₂S: very rare.
- Production of ethanal: very low.
- Production of froth: low.

↓ MICROBIOLOGICAL CHARACTERISTICS

- Rehydratable yeasts: > 10 milliard cells/g.
- Microbiological purity : less than 10 native yeasts per million of cells.

↓ DOSING RATE AND IMPLEMENTATION :

- Dosage: 20 to 30 g/hL.
- Simplified rehydration if using ACTIPROTECT EXPRESS™: in water at room temperature (>15°C), without acclimatising the yeast to the temperature of the must. Otherwise, proceed as follows:
- Rehydrate in 10 times its weight of water at 37°C. Direct rehydration in the must is not advised. The yeast must be rehydrated in a clean container.
- Stir slowly then let it stand for 20 minutes.
- If necessary, acclimatise the yeast to the temperature of the must by gradually incorporating the must. The difference in temperature between the must to be inoculated and the rehydration environment must never exceed 10°C.
- Total rehydration time must never exceed 45 minutes.
- Under difficult conditions, rehydrate with an ACTIPROTECT™ protector.

↓ PACKAGING AND STORAGE

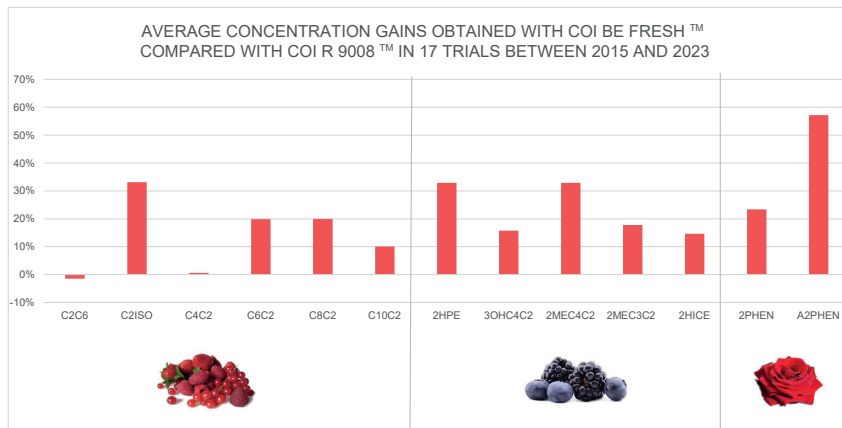
- Polyethylene laminated bags of 500 g vacuum packed.
- Store in a cool and dry place. When open, the product must be quickly used.



The natural way to limit sulphites and rebalance ripe harvest freshness

➔ **RESTORING FRESHNESS IN RIPE GRAPES, ON THE NOSE AND ON THE PALATE**

IOC BE FRESH™ is ideal for bringing out specific aromatic compounds identified as playing a role in making up the fresh fruit character in red wines. It helps increase the concentration of certain esters of linear fatty acids (fresh red fruit) and the branched-chain variety (fresh black fruit), while respecting the typicality of grape variety.



C2ISO: isoamyl acetate - C4C2: ethyl butanoate - C6C2: ethyl hexanoate - C8C2: ethyl octanoate - 3OHC4C2: ethyl 3 - hydroxybutanoate
2MEC4C2: ethyl 2 - methylbutanoate - 2MEC3C2: ethyl 2 - methylpropanoate - 2PHEN: 2 - phenylethanol - A2PHEN: 2 - phenylethyl acetate

In addition, this olfactory freshness is enhanced by **IOC BE FRESH™**'s capacity to preserve malic acid present in the grape, while most yeasts tend to partly consume it during alcoholic fermentation (potential consumption around 10 to 30%). **IOC BE FRESH™** heightens the pure nature of this freshness as it is unable to produce sulphites, acting like genuine aromatic masks. While most yeasts can accumulate sulphites from sulphates -more or less significantly depending on strains and fermentation conditions- **IOC BE FRESH™** is unable to do this. The yeast also has very limited reducing tendencies.

➔ **A YEAST THAT DOES NOT CAUSE REDUCTION**

Throughout its selection process, particular attention was paid to **IOC BE FRESH™** in terms of the production of adverse H₂S sulphurous odours.

The result is a yeast that causes negligible "reduction" in wines, even for sensitive grape varieties such as Syrah, Mourvèdre and many more.

Associated with strategies and tools developed by IOC to control oxidation and microbiological contaminations, whether during pre-fermentation, fermentation or elevage stages, **IOC BE FRESH™** is a powerful lever for reducing SO₂ concentrations.

