

# PHENOX-FREE™

## CLARIFICATION - FINING OF MUSTS

Combating oxidation of white and rosé musts, correcting colours, bitterness and dryness

### ↓ OENOLOGICAL APPLICATIONS

**PHENOX-FREE™** helps reduce the use of PVPP because of its mixed formulation based on dedicated inactive yeasts. More natural than pure PVPP, it produces similar or even better results where enhancing colour, preserving aromas and taste perception are concerned (less bitter and dry on the palate). Used in preventive treatment on white and rosé musts, **PHENOX-FREE™** makes it possible to obtain wines that are less sensitive to oxidation, and in which inactivated yeasts produce greater roundness.

### ↓ IMPLEMENTATION

**PHENOX-FREE™** is used on must or at the beginning of fermentation, the same as with PVPP: **PHENOX-FREE™** needs to swell in 10 times its weight in water for approximately one hour before being used, while mixing it in so as to completely dissolve it. Pour the preparation into the tank to be treated and homogenize thoroughly. Maintain the product in suspension for at least 30 minutes.

**PHENOX-FREE™** may be complemented by other more dedicated fining agents such as **COLORPROTECT™** or **QI FINE™**.

### ↓ DOSAGE

- On white and rosé musts: 20 to 70 g/hL (maximum recommended dose: 80g/hL)

### ↓ PACKAGING AND STORAGE

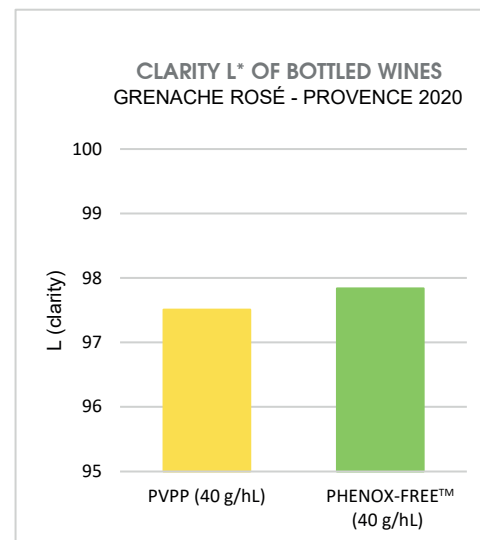
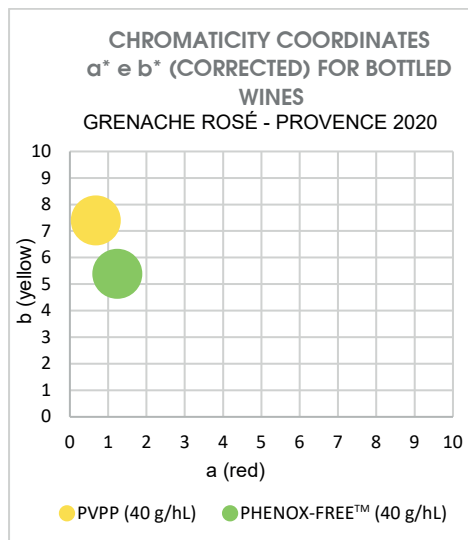
- 1 kg, 15 kg

To be stored in a dry, well-ventilated, odour-free place, at a temperature between 5° and 25°C protected from the air and away from the light. Once opened, the product must be used rapidly. Once in solution, the preparation must be used within the day.

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## ENHANCED COLOURS THAT STAND THE TEST OF TIME

Trials carried out on the 2020 and 2021 campaigns in several regions (Provence, Bordeaux, Gard, Roussillon) have shown the efficacy of **PHENOX-FREE™** over and against PVPP. Whether in the post-settling process or up to the moment of bottling, chromatic characteristics ( $L^*$ ,  $a^*$ ,  $b^*$ ) prove to be at least similar and often better than those treated by PVPP. Adding **PHENOX-FREE™** to must directly enhances colour, and this can be observed over the long term.



## PRESERVED AROMAS AND ENHANCED APPRECIATION OF SENSORY PROFILE

Sensory analysis of wines treated with **PHENOX-FREE™** in comparison to PVPP reveals a profile that is equally, if not better appreciated by tasters, with thiolated and fruity aromatic markers being well preserved, and with sometimes even less bitterness and improved length. During the various trials carried out, **PHENOX-FREE™** conserves the main attributes sought by those using PVPP on must or in fermentation.

