

## **Chr. Hansen launches premium yeast product for wine making**

*With the innovative PRELUDE from Chr. Hansen winemakers get the benefit of wild alcoholic fermentations without the risk of losing control of the process.*

Demanding winemakers, producing white, rosé or red wines (still or sparkling) and looking for additional complexity being closer to wild ferments are in for a pleasant surprise with Chr. Hansen's brand new yeast product.

"PRELUDE is an extremely innovative product as this is the first time a pure non-*Saccharomyces* specie is proposed to winemakers as an oenological product. It is a pure strain of *Torulasporea delbrueckii* and a premium yeast product for wine making because it allows for some of the advantages from wild alcoholic fermentation: mouth feel, complexity and specific flavors in the wine," explains Laurent Hubert, Marketing Director, Chr. Hansen.

"*Torulasporea delbrueckii* is a wine yeast that naturally occurs in wild ferments, contributing to the special characters these wines have, and Chr. Hansen was the first company in the world to develop this yeast for commercial use. Now, winemakers have the flexibility of using the single strain" explains Dr. Hentie Swiegers, Head of Department for Wine Innovation who developed the product with his team in Denmark and tested it in wine regions across the world.

### **The fine art of wine making**

Yeasts are used to achieve alcoholic fermentation in wine, transforming grape sugars into ethanol as well as producing flavours and polysaccharides, improving the taste and mouth feel.

PRELUDE increases wine palate weight and mouth feel, giving longer flavors to the wine and in this way combines the best from wild ferments through non-*Saccharomyces* species carefully selected with the safety of well controlled microorganisms produced by Chr. Hansen, an expert in yeasts, bacteria and fungi.

PRELUDE has to be used in combination with MERIT.ferm or the winemaker's preferred *Saccharomyces cerevisiae*.

It is absolutely compatible with Chr. Hansen's Viniflora® range of bacteria for Malolactic fermentation management.

### **Global trend for natural products**

The product is launched now in a number of European countries where customers have already expressed a strong interest in the concept: Italy, France, Spain, Portugal and in the USA.



For the vintage 2010 it will launch in Argentina, Chile, New Zealand, Australia and South Africa.

“There is a global trend for natural products and closer-to-nature production processes. PRELUDE.nsac is exactly what demanding winemakers are asking for: a way to achieve alcoholic fermentation with the benefits of spontaneous fermentation but none of the risks. Conventional and Organic winemakers around the world are already huge fans of our non-*Saccharomyces* concept ... we bet they will love this one and looking at the first results we had we are sure they will be,” says Hubert.

### **29 billion bottles**

The yearly worldwide wine production will be close to 220 million hl in 2010 or 29 billion bottles of wine produced every year.

To wine makers all over the world have two parameters are absolutely essential:

- quality (both taste and safety)
- and differentiation

“Through the expertise we offer to winemakers we have at hand an innovative and growing ‘natural tool box’ made of yeast and bacteria catering to the two key success factors at the same time,” concludes Laurent Hubert.

The new PRELUDE.nsac is the 5th yeast product in Chr. Hansen’s ‘Non-*Saccharomyces*’ range of yeasts for winemaking.

VISIT OUR NEW WINE WEB SITE! **[www.chr-hansen.com/wine](http://www.chr-hansen.com/wine)**

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**About Chr. Hansen**



Chr. Hansen is a global biotechnology company that provides natural ingredients to the food, dairy, human health and nutrition, and animal health industries. The company is a leading supplier of cultures, probiotics, enzymes and natural colors, which are applied in foods and beverages, dietary supplements, and agricultural products.

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