



# PURE-LEES ELEGANCY™

**A new selected specific inactivated yeast to bring more elegance to red wines**

## Description

**PURE-LEES™** is a new range of specific inactivated yeasts developed and produced from an innovative process called High Pressure Homogenization (HPH™). This mechanical process leads to the disruption of wine yeast cells to maximize the interaction capacity of yeast constituents with the wine matrix.

**PURE-LEES ELEGANCY™** is more concentrated in insoluble fractions that allows an optimal sorption of harsh/astringent/bitter tannins. Applied towards the end of the alcoholic fermentation, **PURE-LEES ELEGANCY™** allows the removal of aggressive tannins and the improvement of the wine texture quality, leading to wines with more elegance.

## Benefits & Results

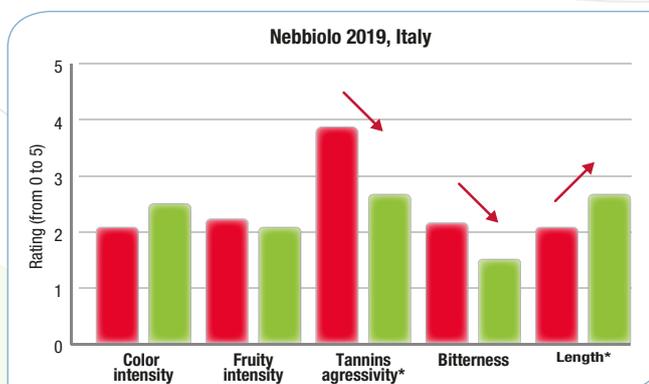
**PURE-LEES ELEGANCY™** can be used as a recommended alternative to lees during a long-period of contact during weeks/months of ageing but thanks to the high interaction with wine matrix, a quick effect is observed even after just several days of contact.

**PURE-LEES ELEGANCY™** was applied in a Nebbiolo with very aggressive tannins. After two months, the tasting showed significantly less aggressive tannins for **PURE-LEES ELEGANCY™** as well as a tendency for less bitterness and more length in comparison with a control.

**HPH™ Process**  
High Pressure Homogenizer

■ CONTROL  
■ **PURE-LEES ELEGANCY™**

Sensorial analysis led by 11 judges (PURE-LEES ELEGANCY™ compared to a control with no addition)



\* Significant at 5%



## Instructions for oenological use

1. Recommended average dosage is 20 g/hL to 40 g/hL.
2. Time of contact depends on the matrix and desired effects (from several days to several weeks)
3. Trials on small volumes can be performed to adjust dosage and timing in relation with the wine matrix and the desired objectives
4. Suspend **PURE-LEES ELEGANCY™** in ten times its weight of water or wine
5. Mix well for a quick and optimized impact
6. Add to the wine towards the end of alcoholic fermentation

## PACKAGING STORAGE

- 1 kg sealed foil bags
- Store in a dry environment below 25°C



In compliance with UE organic wine regulations, with OIV codex, Non GMO, vegan friendly

In collaboration with

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WINE YEASTS



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