

# maurivin<sup>TM</sup>

## PRIMEUR

### PRODUCT

A pure Active Dry Wine Yeast selected for its aromatic characters.

### TYPE

Saccharomyces cerevisiae.

### ORIGIN

INRA Narbonne, France.

### FERMENTATION CHARACTERISTICS

#### RATE OF FERMENTATION

This yeast has a broad optimum temperature range of 15°C to 30°C (60-85°F). When fermenting within this temperature range Primeur has a relatively short lag phase and is a moderate to rapid fermenter.

#### NITROGEN REQUIREMENT

Primeur is considered a moderate consumer of nitrogen. When fermenting highly clarified juice (low solids) of high alcohol potential a nitrogen supplement (100mg DAP/L) is recommended to ensure a healthy fermentation.

#### ALCOHOL TOLERANCE

Good alcohol tolerance of up to 14% v/v.

#### VOLATILE ACIDITY

Generally less than 0.3 g/L.

#### FOAMING

Primeur is a low to moderate foaming strain.

#### FLOCCULATION

This strain displays excellent sedimentation properties.

#### KILLER ACTIVITY

Primeur is killer sensitive.

#### L-MALIC ACID CONSUMPTION

Primeur has the capacity to consume up to 20-30% L-malic acid during primary fermentation. Trials undertaken by Professor Aline Lonvaud of the Bordeaux Wine Institute (Université Victor Segalen Bordeaux) confirmed this strain has the capacity to consume up to 32% L-malic acid in red must during fermentation.

### CONTRIBUTION TO WINE

Primeur is noted for its ability to produce fruity aromatics and its capacity to consume malic acid. Primeur's aromatic profile is often described as tropical fruit and fruit salad. Malolactic fermentation by lactic acid bacteria proceeds well following alcoholic fermentation with this yeast

### APPLICATIONS

Primeur is ideal for both red and white winemaking, in particular, for 'young, fruity' varietal blends made for early consumption. Primeur's capacity to consume malic acid also makes this yeast popular for cool-climate winemaking, where high acidity can be a problem. Due to the reduction in acid levels wines made with this strain are less bitey, displaying a more balanced palate.

### USING ACTIVE DRIED WINE YEAST

The procedure can be accomplished in less than 30 minutes. Rehydrating 20g-40g of Maurivin active dried wine yeast per 100 litres of must/juice will achieve a minimum of  $5 \times 10^6$  viable yeast cells per ml. This cell density will ensure a rapid onset of fermentation and dominance over wild yeast. Please note, cold water or juice containing preservatives will significantly decrease yeast viability during rehydration.

- Rehydrate by slowly sprinkling the active dried wine yeast into 5 to 10 times its weight of clean water/juice/must (no SO<sub>2</sub>) pre-heated to between 35°C to 40°C. Gentle stirring may be used to improve yeast wetting.
- Allow to stand for 15 minutes without stirring.
- Adjust the temperature of the rehydrated yeast solution to within 5°C of the must/juice to be inoculated. This is easily achieved by adding sufficient quantities of juice/must to the rehydrated yeast suspension at five minute intervals, to give successive 5°C reductions in temperature.
- Use the yeast within 30 minutes of rehydration.
- It is recommended the must/juice to be inoculated is 15°C or higher to avoid extended lag time.
- Once fermentation has begun temperature control can be employed to maintain the required rate of fermentation.