

PRESS RELEASE - for immediate release

Fermentis launches **SafCEno™** FV 19 for the production of red wines with elegant fruity aromas and velvety tannins.

This Active Dry Yeast is ideal to make round red wines with smooth and soft tannins.

Fermentis is pleased to launch a new yeast to help winemakers meet the growing demand for fruity, smooth red wines. SafCEno™ FV 19 reduces the perception of green/vegetal notes and the astringency in red wines, while enhancing fruitiness and smoothness.

Because of its low consumption of malic acid during the alcoholic fermentation, SafCEno™ FV 19 maintains a high total acidity of the wines, while enhancing the mouthfeel by increasing perceptions of sweetness and smoothness on the palate. With its high production of red (pomegranate, cherry) and black (black berry, black current) fruit aromas, it is an excellent choice to produce fruity and smooth red wines for early market release.

It is highly recommended for varieties such as Merlot, Cabernet Sauvignon, Syrah, Grenache, Tempranillo, Nero d'Avola and Nebbiolo – and for red wines from early harvested grapes.

SafCEno™ FV 19 gives winemakers another reliable, easy-to-use tool for achieving pleasant wines with distinctive flavors and aromas. As it is an E2U™ certified product, it can be either directly pitched into the must, or rehydrated before inoculation – enjoying the same results either way. It's one more way Fermentis encourages the creativity and production processes by people who are passionate about the wines they make.

Fermentis, a company that creates fermentation solutions for brewers, winemakers and all producers of fermented beverages, is a business unit of Lesaffre Group, a global key player in yeast and all its applications for over 160 years. All fermentation products from Fermentis are developed with unsurpassed expertise under meticulous production procedures, which guarantees the highest microbiological purity and maximum fermentation activity.

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Appendix 1: SafCEno™ FV 19 pack shot (500g) with glass



Appendix 2: SafCEno™ FV 19 pack shot (500g)

