



# BOOSTER ROUGE™

For adding colloidal balance and structure to wine

## DESCRIPTION

Produced with our specific MEX™ process, BOOSTER ROUGE™ is an inactivated yeast from the Institut Coopératif du Vin (ICV) range of *Saccharomyces cerevisiae* yeasts which permits a rapid availability of the soluble fractions of yeast cell walls.

### Modification of the colloidal balance of the wine resulting in:

- Optimizing the length of the malolactic fermentation.
- Greater perception of intense volume in the initial mouthfeel due to the perceived tannin intensity in red wines.
- Interaction between the aromatic precursors and the yeast macromolecules giving an impression of greater fruit and freshness and limiting the ethereal, chemical and burning sensations, particularly from botrytized grapes.
- Limiting the aromatic perception of "sawdust" when the wine is aged in new oak barrels.
- Stabilization of the color extracted during the vinification of the grapes infected with *Botrytis cinerea*.

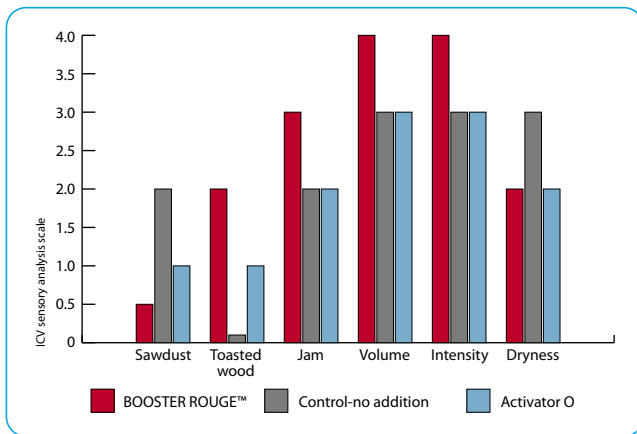


## BENEFITS & RESULTS

- Mid-range red wines from high yield vines: to develop the intensity of the mid-palate and the fresh varietal characteristics, without emphasizing the perception of aggressiveness or dryness. Compliments on a sensorial level the wine fermented with LALVIN ICV GRE™ in Merlot, Cabernet-Sauvignon or Cabernet Franc or LALVIN ICV D21™ in Syrah, Zinfandel, Grenache or Mourvèdre and short maceration program.
- High-end red wines from perfectly ripe and concentrated grapes: to develop licorice notes and the tannic intensity in the mid-palate. Good synergy with LALVIN ICV D80™ in Zinfandel, Carignan, Grenache, Sangiovese or Mourvèdre and LALVIN ICV D21™ in Syrah or Merlot. Slightly re-orientates the style with the strain LALVIN ICV D254™ (YSEO™) in Cabernet-Sauvignon, Cabernet Franc, Petit Verdot, Barbera or Touriga Nacional towards increased perceptible tannins in the mid-palate.
- Wines from botrytized grapes: to avoid sulfur off-flavors, and also earthy notes. Also to stabilize the color extracted, emphasize greater tannic intensity and avoid drying sensations and "hot" alcohol in the finish.

**MEX™** Process  
Mannoproteins Extraction Process

MEX™ (Mannoproteins Extraction Process): An innovative LALLEMAND physicochemical inactivation process to weaken the yeast cell wall structure to facilitate the availability of high molecular weight compounds such as polysaccharides.



Effect of BOOSTER ROUGE™ on the sensorial style of a Syrah wine, malolactic fermentation in new American oak. Trial from the ICV R&D department

**Legend:** Activator O = nutrient reference "sawdust": aromatic descriptor corresponding to green wood aromas "toasted wood": aromatic descriptor corresponding to mineral and spice aromas

**Note:** the wine "control without addition" and the wine "BOOSTER ROUGE™" were presented to a group of wine marketing professionals. They all judged "BOOSTER ROUGE™" as conforming to the objectives of the market.

## INSTRUCTIONS FOR OENOLOGICAL USE

**Recommended dosage: 30 g/hL (maximum: 40 g/hL)**

BOOSTER ROUGE™ also provides a minor supply of yeast nutrients, but does not replace the regular nutrition program integrating juice parameters and the nutritional needs of yeast strains.

Increase the dosage under the following conditions:

- High potential alcohol (greater than 13% vol.) with a low potential color (IC final approx.: < 5): to limit the risks of an imbalance between the alcohol and the phenolic and colloidal structure of the wine.
- In the case of an absence of oxygenation during fermentation (either by measured choice or from a technical impossibility): to limit the risk of sulfur off-flavors and to limit the instability of the pigments.
- To compensate for a risk of dilution of the grapes (big berries coming from the varietal, the vigor of the plant or from over-irrigation) and other risks of *Botrytis cinerea* once under the skin.

Mix this product in water or must (1kg per 10L). BOOSTER ROUGE™ is partially soluble and should be checked for proper re-suspension before being added to the juice to be treated.

## PACKAGING AND STORAGE

- 2.5 kg sealed plastic bags.
- Store in a cool dry place.
- To be used once opened.

Distributed by:



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The information in this document is correct to the best of our knowledge. However, this data sheet should not be considered to be an express guarantee, nor does it have implications as to the sales condition of this product. April 2022.



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YEASTS



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