

# GENESIS LIFT

Oenofrance yeast product suited for white, rose and red wines

## CHARACTERISTICS

**Oenofrance** worked over 10 years with professeur Michel Feuillat and his team from The Université Jules Guyot (Dijon) over the yeast products and their multiple potential applications in winemaking. Our knowledge of these yeast products grew as years went by. The fruit of this knowledge is the Genesis line of products which is centered around the various identified and controlled properties of those yeast products.

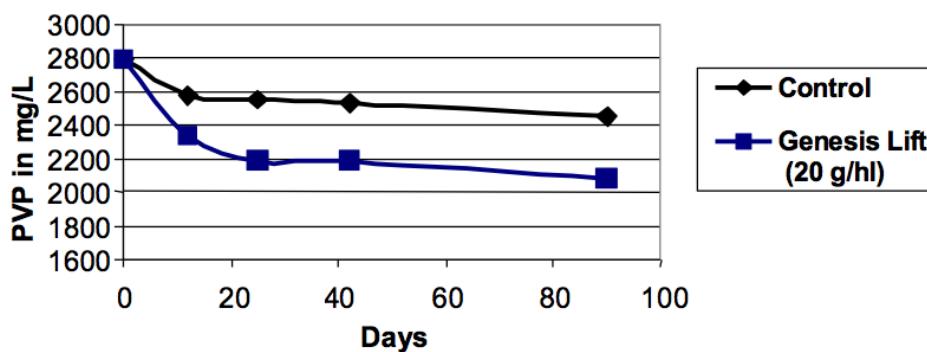
## ENOLOGICAL PROPERTIES

**GENESIS LIFT** contributes to the final quality of wines **by significantly** improving:

- the colour stabilization of red wines
- the aromatic complexity of white and rosé wines
- the persistence and volume in the mouth

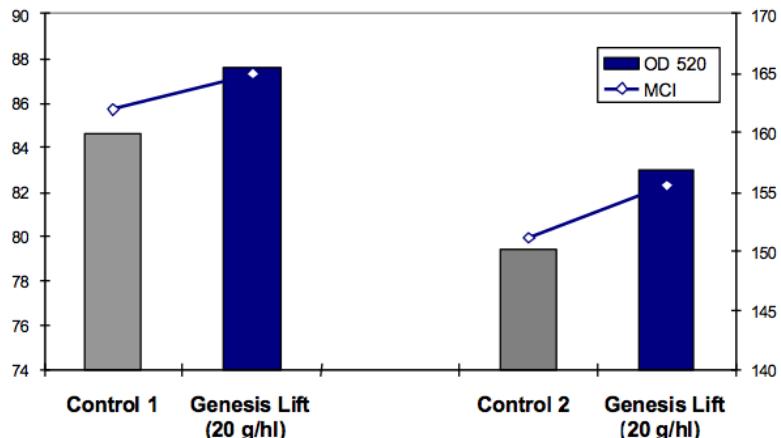
Trial with a 2006 Merlot, Swiss vineyard

Evolution of the Tannic Potential \*



\* Tannic potential: measure allowing to quantify the astringency perception, by simulating the tannin-protein reaction.

During the minivinification trial carried out at the Engineering School of Changins (Switzerland), the tannic potential of the wine treated with **GENESIS LIFT** rapidly decreased over time, and much more than in the control. Tastings confirmed this result with a significantly reduced astringency in the wine treated with **GENESIS LIFT**.

Trial with a red wine, AOC Medoc**OD 520 and Colour intensity after 3 months**

Three months after the beginning of this trial, which was carried out in a cellar, the colour of the wine treated with **GENESIS LIFT** was redder and more intense than the colour of the control. This result underlines the positive effect of **GENESIS LIFT** on the colour stability of red wines.

**APPLICATION RATE**

White wines: 4 g/100 liters to 20 g/100 liters

Red wines: 10 g/100 liters to 40 g/100 liters

**INSTRUCTIONS FOR USE**

Dilute in 5 times its volume of wine. Add to the tank or the barrel, taking care of mixing well.

**Caution:** due to its insoluble fraction, **GENESIS LIFT** must not be added to the wine at time of bottling.

In order to optimise the utilization of **GENESIS LIFT**, it is recommended to carry out trials.

**Precaution for use :**

For oenological and specifically professional use.

Use according to current regulation.

**PACKAGING**

Product packaged in 500 grams bags.

**STORAGE**

Full packaging, seal of origin, store away from light in a dry and scent-free, frost protected place.  
Once open: use quickly.

Best used before BIUB date written on package

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