

# GENESIS PRIME

**Oenofrance yeast product suited for all wines:  
a real tool to monitor your batonnage and your ageing.**

## CHARACTERISTICS

**Oenofrance** worked over 10 years with professeur Michel Feuillat and his team from 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.

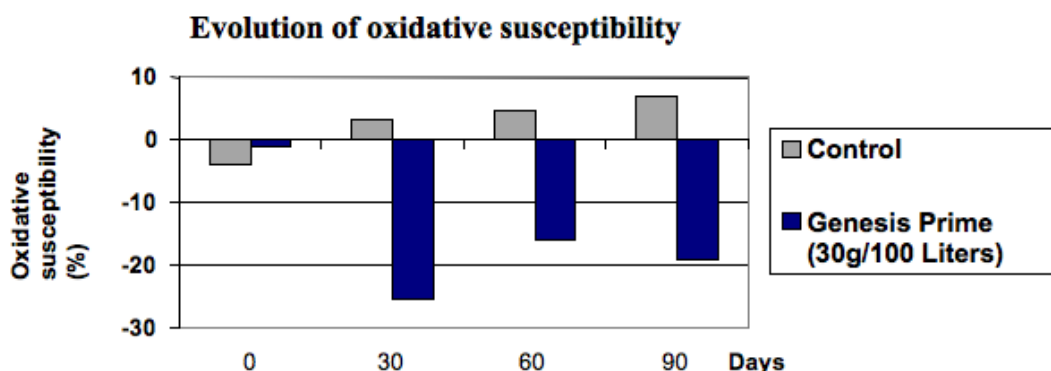
**GENESIS PRIME** is based on a selection of yeast hulls from a yeast strain *Saccharomyces cerevisiae* which contains a high level of cell wall polysaccharides (mannoproteins and glycoproteins). Thanks to a prior treatment, most of those mannoproteins becomes soluble, a remaining fraction requires a longer contact with the wine in order to be released.

## ENOLOGICAL PROPERTIES

The effects of **GENESIS PRIME** develop over time. Thanks to its impact on the redox potential of wines, **GENESIS PRIME** strengthens their ageing potential by decreasing their sensitivity to oxidation or reduction.

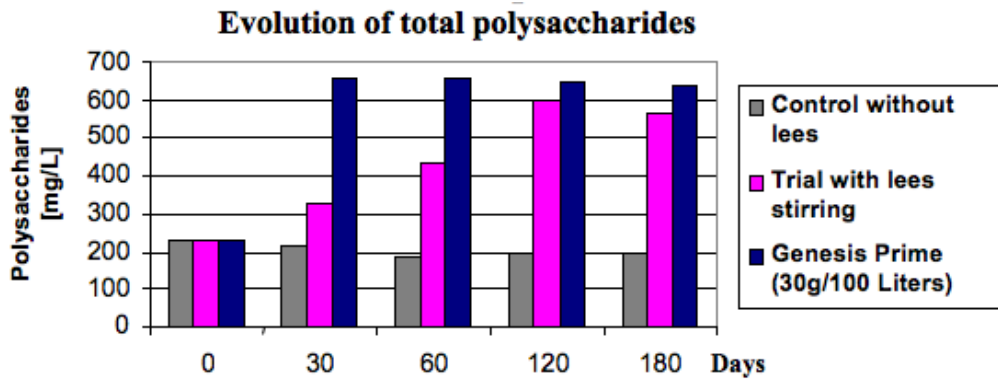
Additionally, **GENESIS PRIME** improves the organoleptic profile of wines. It removes sulfur off-aromas and produces sharper wines. It also contributes volume and a long finish.

Trial with a Pinot noir, AOC Morey Saint-Denis Village.



In this trial, **GENESIS PRIME** significantly decreased the wine sensitivity to oxidation. These results obtained from trials carried out in laboratory, were confirmed by trials carried out in a cellar.

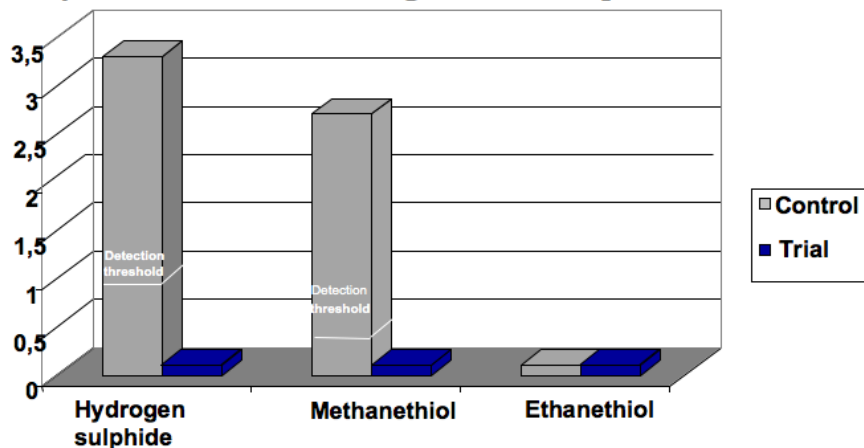
Trial with a Pinot noir, AOC Beaune premier Cru.



One month after the beginning of this trial, the batch treated with **GENESIS PRIME** showed significant levels of total polysaccharides. In comparison, four months were necessary for the treatment with lees stirring to reach similar concentrations. Polysaccharides may have an effect on aroma persistence.

Trial with a Poulsard wine, Jura.

**Analyses of low molecular weight sulfur compounds after 7 months**



In this trial, the wine treated with 20g/100 Liters of **GENESIS PRIME** showed decreasing concentrations of hydrogen sulphide and methanethiol, in contrast to the control wine. After 7 months, the levels of low molecular weight sulfur compounds were well below their respective detection threshold.

**APPLICATION RATE**

White wines: 10 g/100 Liters to 20 g/100 Liters  
 Red wines: 20 g/100 Liters to 30 g/100 Liters  
 Maximum legal addition in the UE: 40 g/100 Liters.

## INSTRUCTIONS FOR USE

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Dilute in 5 times its weight of wine before addition. Add to the tank or the barrels while homogenizing.

Caution: because of its insoluble fraction, do not add **GENESIS PRIME** just before bottling.

### **Precaution for use :**

For oenological and specifically professional use.

Use according to current regulation.

## INGREDIENTS

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Preparation from yeast hulls.

## PACKAGING

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Product packaged in 500 grams vacuum bags.

## STORAGE

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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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