

New culture kick-starts paradigm shift in the wine industry

Viniflora® NoVA™ from Chr. Hansen manages malolactic fermentation within days ... in grape juice!

A brand new Viniflora® range of products is now available to red wine producers reversing the classical scheme of fermentation management in wines.

Production of red wine requires two fermentation steps during the winemaking process: The **alcoholic** fermentation where yeasts transform sugars into ethanol and some flavors, traditionally followed by the **malolactic** fermentation where lactic acid bacteria transform malic acid into lactic acid and a second layer of fermentation related flavors.

“Our approach with Viniflora® NoVA™ is totally opposite; what we now offer to winemakers is to manage their malolactic fermentation in the grape juice before the alcoholic fermentation: A complete change of paradigm,” explains Laurent Hubert, Marketing Director, Wine & Fermented beverages, Chr. Hansen.

Benefits for winemakers: Dramatically reduced fermentation time and risk of spoilage

When the malolactic fermentation happens in grape juice instead of wine the time of this fermentation phase is considerably decreased. Typically with NoVA™, malolactic fermentation is managed in 1 to 3 days as opposed to 3 to 12 weeks today. The wines go through malolactic and alcoholic fermentation within 10 days and are then microbiologically stable.

In warm climate regions, red wines are frequently spoiled by indigenous flora from different molds, yeasts and bacteria species that bring a high frequency of downgrades to the final wine affecting its quality compared to its initial potential, e.g. off-flavors or acetic acid (volatile acidity) produced from the grape juice sugars.

“Speed is absolutely crucial in warm climate environments in order to bio-protect the grape juice and the wines from potential contaminants. This helps in preserving and expressing the flavor precursors from the grape resulting in a fruit forward wine with a higher flavor intensity and complexity,” states Dr. Hentie Swiegers from Chr. Hansen’s Wine Innovation department and in charge of this development project.

Benefits for consumers: Improved wine quality and less sulphites

“Through this new approach, we will help a lot of wineries around the world to limit quality downgrades happening between grape harvesting and alcoholic fermentation or between alcoholic fermentation and malolactic fermentation. The outcome is higher wine quality or more volume of high quality wines from the same amount of grapes.

Ultimately it helps in producing red or rosé wines with far less sulfites (preservatives) and this responds well to consumer’s wishes for healthier and more ‘natural’, clean label products,” concludes Hubert.

NoVA™ is launched in France, Spain, Portugal, Italy and Bulgaria for the 2014 vintage after which it will be available worldwide. Red wine production is around 1.1 billion liters per year.

Working partnership with Stellenbosch University

- Viniflora® NoVA™, which has been developed to manage malolactic fermentation within grape juice, is a new generation of *Lactobacillus plantarum*, isolated from fermenting grape juice in collaboration with Prof. Maret du Toit of Stellenbosch University in South Africa.
- The name “NoVA”, which stands for ‘No Volatile Acidity’ and means ‘new’ in Latin, has been chosen for its revolutionary approach to the classical scheme of fermentation management
- Ready for direct inoculation into grape juice and must, it brings both convenience and high performance to the winemaker.

ABOUT CHR. HANSEN

Chr. Hansen is a global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. The products include cultures, enzymes, probiotics and natural colors, and all solutions are based on strong research and development competencies coupled with significant technology investments. Revenue in the 2012/13 financial year was EUR 738 million. The company holds a leading market position in all its divisions: Cultures & Enzymes, Health & Nutrition and Natural Colors. It has more than 2,500 dedicated employees in over 30 countries and main production facilities in Denmark, France, USA and Germany. Chr. Hansen was founded in 1874 and is listed on NASDAQ OMX Copenhagen. For further information, please visit www.chr-hansen.com.

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