

PHENOX-FREE ™

VINIFICATION - FINING

Combat oxidation in white and rosé musts, correct colour, and reduce bitter and astringent notes

OENOLOGICAL APPLICATIONS

PHENOX-FREE[™] reduces the use of PVPP thanks to its mixed formulation containing targeted deactivated yeasts. More natural than pure PVPP, it provides comparable – or even superior – results in terms of improvements to the colour, preservation of aromas and perception of flavours (less bitterness and astringency in the mouth). When used as a preventive treatment on white and rosé must, **PHENOX-FREE[™]** creates wines which are less susceptible to oxidation, and gain roundness and softness thanks to the deactivated yeasts.

INSTRUCTIONS FOR USE

PHENOX-FREE[™] can be used on must at the beginning of fermentation, just like PVPP. **PHENOX-FREE**[™] needs to be rehydrated at a ratio of one part product to ten parts water, stirring until it dissolves, around an hour before use. Add this preparation to the must and mix it in well. Leave the product in the must for at least thirty minutes. **PHENOX-FREE**[™] can be used in tandem with other fining agents, such as QI FINE [™].

DOSAGE

• On white and rosé musts: from 20 to 70g/hl (maximum recommended dosage: 80g/hl)

PACK SIZES AND STORAGE

• 1kg, 15 kg

Store in a cool, dry, well-aired and odourless place, at a temperature between 5 and 25°C. Keep away from direct light. Once the package has been opened, the product can no longer be stored. When the product has been dissolved in water, it must be used the same day.



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COLOUR IMPROVED AND MAINTAINED LONG-TERM

The tests conducted on the 2020 and 2021 harvests in various regions of France (Provence, Bordeaux, Gard and Roussillon) demonstrated the effectiveness of **PHENOX-FREE™** compared with PVPP.

From post-racking to the bottled wine, the chromaticity properties (L*, a*, b*) were proven to be comparable and often even better than those in the samples treated with PVPP. Adding **PHENOX-FREE™** to must has a direct effect on colour enhancement, which continues over the long term.



PRESERVATION OF FLAVOURS AND AROMAS: A BETTER OVERALL SENSORY PROFILE

The results of the sensory analyses performed on wines treated with **PHENOX-FREE™** show that, in comparison with PVPP, they express an equal or even superior sensory profile, with good preservation of thiols and fruity aroma markers, a less noticeable bitter character and better persistency in the mouth.

In the various tests carried out, **PHENOX-FREE™** showed that it presented most of the characteristics sought by winemakers who use PVPP on freshly-pressed must or during fermentation.



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