



CHR HANSEN

## Viniflora® malolactic bacteria – for direct inoculation

### Harvest all the benefits of process control with Viniflora®

Chr. Hansen's Viniflora® bacteria possess very specific features which give winemakers and winery managers an excellent return on investment for four main reasons:

- Ready for DIRECT INOCULATION – no additional preparation step required
- Contain *Oenococcus oeni* malolactic bacteria only – purity for quality
- Contain a high number of viable bacteria to ensure that the Magic number ( $10^6$  bacteria per ml of wine) is immediately obtained after inoculation leading to a safe and fast start of malolactic fermentations
- Rigorously tested by our quality control team who check viability of these bacteria in wine and their Malolactic Activity.

We test all our batches before release using the 'MACC test' – a method developed by Chr. Hansen to measure the ability of viable bacteria to convert malic acid i.e. Malolactic Activity.

### Viniflora® malolactic bacteria are available in freeze-dried and 'FroZen™' versions providing three different types of advantages to winemakers:

#### Faster malolactic fermentations

Wines and therefore blends are ready earlier for wine tasting and exhibitions, energy is saved, labor is not needed to monitor trouble-free malolactic fermentations and less analysis is required.

#### Quality optimization

Alcoholic fermentation management and monitoring through process control give obvious advantages. It is exactly the same for malolactic fermentations.

Malolactic fermentation with Viniflora® gives winemakers control of their process and therefore consistency through:

- better flavor control
- better management of the malolactic fermentation impact on wine mouthfeel

Moreover it reduces  $SO_2$  levels and undesirable microorganisms like *Brettanomyces*.

#### Safety and quality insurance

Strains of *Oenococcus oeni* used in Viniflora® products have been carefully selected and do not produce biogenic amines: export wherever you want and be ready for future legislation changes. On top of this, use documented ingredients and get the best of 'traceability': an important competitive advantage.

**For safe and efficient malolactic fermentations, choose products containing enough active and adapted bacteria: choose Viniflora® and harvest all the benefits of a full 'process control'!**

