

Clear Breakthrough for Winemakers

The Dow Chemical Company

A major challenge facing the multi-billion dollar global wine industry looks set to vanish following the launch this week of Clear+Stable[®] for Wine from Dow Wolff Cellulosics[®] Food&Nutrition business, which prevents the crystallization of tartaric acid. Wine manufacturers use this innovative ingredient as it has superior stability over time and is less expensive than the use of other technologies such as electrodialysis, wine cooling or mannoproteins; Clear+Stable[®] for Wine is also more environmentally friendly and allergen-free.

DWC Food&Nutrition is collaborating with Sofralab, part of the Esseco Group, as their distribution partner committed to supporting the wine industry. Sofralab belongs to the first group of enological products in the world. Through Martin Vialalte Oenologie, Oenofrance and Station Oenotechnique de Champagne, Sofralab contributes to the production of top quality wines by providing winemakers with meaningful enological solutions.

DWC Food & Nutrition has launched Clear+Stable[®] for Wine as part of its ongoing drive to develop innovative products that benefit consumer health, convenience and food enjoyment. The stabilizer gives winemakers a new way to ensure their wines don't form tartaric acid salts and remain stunningly clear, while dealing effectively with the three main hurdles they face in preventing tartaric salt crystallization; cost, high energy usage, and processing time. For wines with a very high natural instability a short pre-treatment of wine cooling is recommended.

Tartaric acid, or potassium tartrate, is a natural byproduct of grape fermentation that may crystallize over time and when wine is cooled. This detracts from the overall quality of the wine and, in many cases, results in bottles being returned to the supplier. Cold stabilization has long been the method of choice for removing tartaric crystals but it's a time-consuming and expensive process that also alters the overall composition of wine.

Other methods include the addition of meta-tartaric acid, a method banned in any wine to be sold in the United States or Japan, and electrodialysis, a process that eliminates potassium and calcium-tartrates as well as adding yeast-based mannoproteins. Some winemakers even argue that many of these processes remove the unique flavor of the wine varietal they are seeking to capture, therefore look for solutions that will free them from process performance and quality restrictions.

"Clear+Stable[®] keeps wine free of crystals. It's a plant-derived substance, and it doesn't alter the taste or smell of wine, ensuring the best possible sensory experience" a "must" for all wine connoisseurs. Manufacturers appreciate that it works better than other cellulose-based solutions, bringing excellent stability, improved filterability and reduced processing time", said Stephanie Pretesacque,

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Published on Chem.Info (<http://www.chem.info>)

Global Innovation Manager of DWC Food&Nutrition.

The product is just as effective as cold stabilization at preventing the formation of crystals, but at a fraction of the cost. The process involved is also less time consuming and has the environmental benefit of significant reductions in energy use compared to the wine cooling technology.

Françoise Roure, in charge of communication for Sofralab, said:

“Clear+Stable” for Wine represents a major breakthrough in wine production and promises to change the established way of ensuring that wines stay clear. We’re really excited about the launch of this product, which has unparalleled benefits for both producers and consumers alike.”

About Sofralab

Sofralab, close to the wine industry, is a french company that imagines and designs specific enological products according to different vinification styles. Present on the French and international markets through Martin Vialatte & nologie, Oenofrance and the sparkling wine expert Station & notechnique de Champagne, Sofralab propose innovative enological products whose some have received awards during different international exhibitions (Viteff, Vinitech, Intervitis). In the wine industry, a lot of winemakers and enologists have chosen to trust Sofralab.

About Dow Wolff Cellulosics

Dow Wolff Cellulosics is a global leader and pioneer in Cellulose Ethers and preferred development partner for manufacturers and suppliers in the food and pharmaceutical markets, and in other specialty industrial applications. It supplies high-performance, cellulose-based products and formulation know-how to help customers innovate and differentiate in highly-regulated markets. Cellulosics and their derivatives are produced from renewable raw materials, mainly wood pulp and cotton, sourced primarily from suppliers that implement certified sustainable forestry practices. Ranging from healthier food ingredients and formulations, to enhanced pharmaceutical delivery, most products containing Cellulosics help to make improvements in the daily lives of billions of people. Dow Wolff Cellulosics is a business unit of The Dow Chemical Company, employing 1,200 people across more than 9 sites and 15 assets, with 6 cGMPs, serving customers in around 160 countries. More details can be found at www.dowwolff.com [1].

About Dow

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