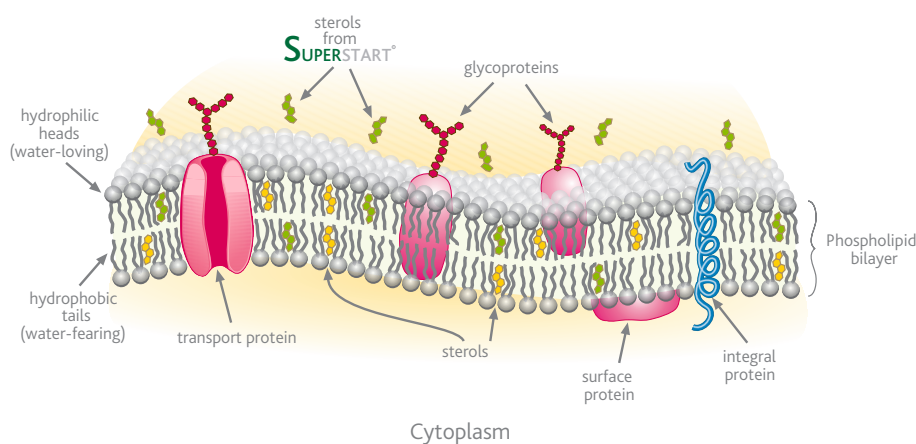


# SUPERSTART® Rouge

Yeast prepare to use for ADY rehydration for a strong fermentation finish. Patent FR 2736651.  
 Qualified for the elaboration of products for direct human consumption in the field of the regulated use in Oenology.  
 In accordance with the regulation (EC) n° 606/2009.

## SPECIFICATIONS AND OENOLOGICAL APPLICATION

Specific preparation of selected inactivated yeasts and yeast autolysates, naturally rich in vitamins, minerals, fatty acids and sterols, especially **ergosterol**. **SUPERSTART® ROUGE**, used during rehydration, provides the live yeast cell membrane with essential building blocks that guarantee membrane fluidity, alcohol resistance and optimal conformation of transporters up to the last generation of yeast.



THE FLUID MOSAIC MODEL

Due to its **sterol-rich formulation**, **SUPERSTART® ROUGE** significantly increases yeasts' resistance to high fermentation temperatures and high alcohol concentrations, ensuring a strong and clean AF finish.

**SUPERSTART® ROUGE** increases yeast viability and the general metabolism of the yeast and therefore:

- Significantly increases the ethanol resistance.
- Limits the production of volatile acidity (up to 50% in difficult conditions).
- Prevents the production of negative sulphur compounds (H<sub>2</sub>S).
- Eases the start of MLF.
- Reinforces the efficiency of "pied de cuve".



**LAFFORT**  
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## PHYSICAL CHARACTERISTICS

Aspect ..... powder  
Specific gravity ..... about 600 g/L

Colour ..... beige

## CHEMICAL & MICROBIOLOGICAL ANALYSIS

Humidity ..... < 7 %  
Total nitrogen ..... about 7 %  
Proteins ..... about 45 %  
Carbohydrates ..... about 35 %  
Minerals ..... about 6 %  
*Salmonella*/25g ..... not detected

*E. coli*/g ..... not detected  
*Staphylococcus aureus*/g ..... not detected  
Arsenic ..... < 3 ppm  
Lead ..... < 2 ppm  
Mercury ..... < 1 ppm  
Cadmium ..... < 1 ppm

## PROTOCOL FOR USE

### FERMENTOLOGICAL CONDITIONS

To be added to yeast rehydration water. Do not use directly in the tank (the elements provided by **SUPERSTART® ROUGE** would be absorbed by the indigenous flora or would be bound by certain components).

### DOSAGE

20-30 g/hL (200 - 300 ppm) of must to be fermented, in the active dry yeast rehydration water.

**SUPERSTART® ROUGE** is recommended for the initial yeast inoculation and for the restart culture in the event of a stuck fermentation. (*in this case, refer to our fermentation restart protocol*).

### IMPLEMENTATION

Do not use open bags.

Use a clean, inert container. Dissolve the total quantity of **SUPERSTART® ROUGE** needed for the fermentation tank in 20 times its weight in water at 37°C. Mix well, then incorporate the active dry yeast. Follow the protocol for standard active dry yeast rehydration (refer to the yeast packaging).

## STORAGE

- Store in original, unopened bags at moderate temperatures in a dry place.
- Optimal date of use (unopened bag): 3 years.

## PACKAGING

- 1 kg bag - 10 kg box
- 5 kg bag - 10 kg box

