

# MVO 3001 YEAST

*Pre-launching within the Vitilevure<sup>®</sup> range*

**NEW YEAST SELECTION  
TO ELABORATE HIGH QUALITY, COMPLEX, INTENSE  
AND HARMONIOUS RED WINES  
PARTICULARLY SUITED TO PRE-FERMENTATION COLD MACERATION (PCM)**

## APPLICATION FIELD

- ◆ The **MVO 3001** yeast has been selected for its remarkable technological and organoleptic properties, which are essential for the elaboration of high quality red wines.
- ◆ The **MVO 3001** yeast is particularly suited for the elaboration of intense, complex and harmonious red wines. It efficiently contributes to matter extraction with soft tannins, intense mouthfeel, while preserving freshness and fruitiness.
- ◆ The **MVO 3001** yeast has all the characteristics needed to perfectly adapt to the pre-fermentation cold maceration process (PCM, also called cold soak), which is frequently used in Burgundy to elaborate intense red wines with ageing potential. Indeed, the **MVO 3001** yeast resists perfectly to SO<sub>2</sub> and low temperatures. Thus, it can multiply well during the PCM and establish itself in order to carry out the alcoholic fermentation under excellent conditions: dominant implantation with regards to undesired contaminants, smooth and regular fermentation course with low production of volatile acidity.
- ◆ In addition to its performances, which were confirmed with Pinot noir within the frame of PCM, the **MVO 3001** yeast has the potential and qualities required to elaborate wines with other qualitative grapes, using other maceration processes (traditional maceration, hot pre-fermentation maceration, etc), or even to achieve different colour objectives (rosé wines).

## ORIGIN

The **MVO 3001** yeast was selected from the prestigious Côte de Nuits terroir in Burgundy. This selection is the result of 3 years of experiments carried out in laboratory and cellar in collaboration with the Laboratory Burgundia Oenologie in Beaune.

## MICROBIOLOGICAL CHARACTERISTICS

- ◆ **Species** : *Saccharomyces cerevisiae*
- ◆ **Killer status** : after yeast addition, the implantation of the **MVO 3001** yeast is excellent.

## ENOLOGICAL PROPERTIES

- ◆ **Alcohol tolerance** : 15% (vol.).
- ◆ **Fermentation course** : fast, smooth and complete.
- ◆ **Fermentation temperature** : 10°C to 32°C.
- ◆ **Volatile acidity production** : low.
- ◆ **Nutrient requirements** : average. Systematically add oxygen (OXYFRITTE) and ACTIFERM 1-2 or ACTIFERM MVR with musts rich in sugar (> 13% potential alcohol)

## APPLICATION RATE

- ◆ Application rate: 20g/hL

## INSTRUCTIONS FOR USE

- ◆ Rehydrate the selected yeasts in 10 times their volume of water at 35°C-37°C.
- ◆ Mix and rehydrate for 15 to 20 minutes.
- ◆ Acclimatize yeast starter to tank temperature by progressively adding must: the difference of temperature between starter and must should not exceed 10°C during yeast addition.
- ◆ Add yeast starter to must during pumping over to ensure proper homogenization.
- ◆ Total rehydration time should not exceed 45 minutes.
- ◆ Within the frame of a PCM, it is recommended to add the yeast sequentially: first add 5g/hL of yeasts a few days after vatting to limit indigenous yeast growth and colonize the medium with the selected yeast; then add 15g/hL of yeasts after the PCM to further establish the selected yeast and rapidly start the alcoholic fermentation.

## PACKAGING

- ◆ 0.5 kg sachet - 20 x 0.5 kg box.

## QUALITY – SAFETY – ENVIRONMENT

- ◆ **Traceability**: the lot number on every **MVO 3001** yeast package allows tracing (origin of the product) and tracking (from product to consumer)
- ◆ **Safety-environment**: handling of **MVO 3001** does not constitute any hazard to the user.

## STORAGE

- ◆ Store in a cold room between 2°C and 8°C.
- ◆ May be stored 3 months at room temperature.
- ◆ Once opened, use immediately.