

## BOOSTER-ROUGE

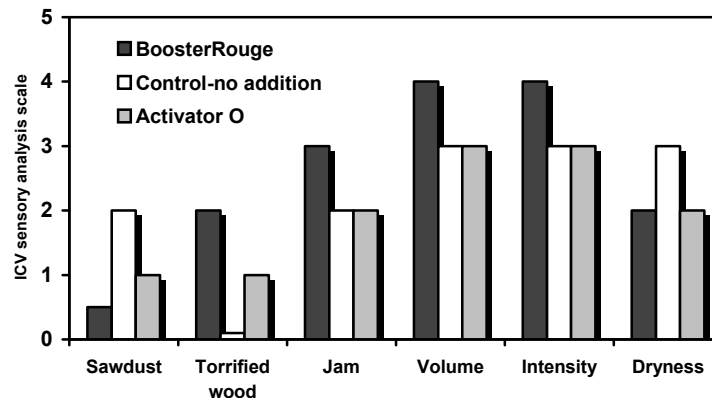
*Natural Yeast Derivative For Adding Colloidal Balance and Structure to Red Wine*

### CHARACTERISTICS

Booster-Rouge is a natural inactivated yeast product from the ICV range of selected yeast. It has been specifically designed to boost colloidal balance and structure in reds. Booster-Rouge can increase the perception of volume in the initial mouthfeel due to the perceived tannin intensity. It can also heighten the impression of fresh fruit and can diminish ethereal, chemical, and burning sensations. Booster-Rouge enhances color stabilization, especially in wines made from grapes infected with *Botrytis cinerea*. Booster-Rouge is a Natural Yeast Derived Nutrient that can supply certain fermentative advantages together with significant wine quality improvement. Used alone, it should not be viewed as a substitute for DAP or other fermentative nutrients.

### **Effect Of Booster-Rouge On The Sensorial Style Of A Syrah Wine, Malolactic Fermentation In New American Oak.**

Trial from the ICV R&D Department



### RECOMMENDED DOSAGE

30 g/hL (2.5 lb/1000 gal)

### DIRECTIONS FOR USE

Dissolve Booster-Rouge in 10 times its volume in must or water. If adding to the must, distribute into the tank as it is filling or during a pump-over. Booster-Rouge can also be added directly to the crusher. If adding towards the end of fermentation, add during a pump-over or during tank agitations/mixings. This product is partially soluble and should be checked for proper re-suspension before being added to the juice or wine.

### PACKAGING AND STORAGE

Booster-Rouge is packaged in 2.5 kg heat-sealed bags. Un-opened, Booster-Rouge has a shelf-life of 3 years. It should be stored in a cool, dry place.

*This information is herein true and accurate to the best of our knowledge, however, this data sheet is not to be considered as a guarantee expressed or implied, or as a condition of sale of this product.*

