



**LINE**  
**VIW**<sup>®</sup>  
VERY IMPORTANT WINE

**We give  
the right  
value  
to your**

**VIW**<sup>®</sup> VERY  
IMPORTANT  
WINE

**ENOLOGICA**  
**VASON**<sup>®</sup> S.P.A.



## VASONGROUP

Technologies, innovation and services: this is the DNA of Enologica Vason, a company that is part of **VASONGROUP**, which in more than 50 years of activity has traced the path from corrective oenology to expressive oenology, making accuracy its strength. Enologica Vason is specialised in the selection of raw materials and their processing, up to the formulation of adjuvants for the wine and beverage industry in general. A company that stands for professionalism and ethics, the founding principle of the activities carried out with respect for the territory, both from an environmental and social point of view. The holder of several trademarks and patents, it was the first to approach the wine world through the investigation of the infinitely small, the concept at the base of molecular enology.

## LINE **VIW**®

Continuous dialogue with companies and listening to customers allows the Group to develop new solutions and consolidate existing ones. The new VIW® – Very Important Wine line falls within this context, **created to always provide our customers with the best products for Popular Premiums**. A new line consisting of 4 yeasts: CLEVER and FRUITY for red wines, SMART and FRESH for white wines. With the VIW line we want to give the right value to your Very Important Wine.

Strain	VIW® Smart	VIW® Fresh	VIW® Fruity	VIW® Clever
Species	<i>Saccharomyces cerevisiae</i>	<i>Saccharomyces cerevisiae</i>	<i>Saccharomyces cerevisiae</i>	<i>Saccharomyces cerevisiae</i>
Origin				
Alcohol tolerance (% vol.)	15	14.5	15.5	15
Alcohol yield (% vol./g of sugar)	0.058	0.059	0.058	0.059
Optimal temperature (°C)	16-20	13-20	18-24	14-24
Production of SO <sub>2</sub>	Low	Low	Low	Low
Action on malic acid (-%)	20 approx.	30-35	25 approx.	35-40
Glycerol production	Average	High	Average	High
Recommended with 30 ppm of copper	N.A.	N.A.	N.A.	N.A.
Aromatic characteristics	Freshness	Sweet complexity	Immediacy	Complexity
Anthocyanin absorption	N.A.	N.A.	Low	Low
Special characteristics	<ul style="list-style-type: none"> <li>• Strain indicated for straightforward and easy on the mouth whites and rosés</li> <li>• Floral aromas and white fruit</li> </ul>	<ul style="list-style-type: none"> <li>• Strain recommended for fresh but sweet floral whites and rosés</li> <li>• It provides volume, body and complexity</li> <li>• Suitable for second fermentation</li> </ul>	<ul style="list-style-type: none"> <li>• Strain for reds with intense and persistent red berry fruits and spicy notes</li> </ul>	<ul style="list-style-type: none"> <li>• Strain adapt for reds with floral and fresh and elegant fruity notes.</li> <li>• It provides volume, body and aromatic complexity</li> <li>• Also recommended for sparkling reds</li> </ul>



VERY IMPORTANT WINE

For red wines

## VIW® CLEVER *Saccharomyces cerevisiae*

This **VIW®** yeast strain is ideal for the production of classy and elegant red wines, where the aromaticity is sustained with sweet and long-lasting complex notes. **VIW® CLEVER** is ideal for maintaining significant palatability in wines, also appreciable in terms of taste persistence. It features excellent resistance to alcohol, low temperatures and sulphur dioxide. To be used also for secondary fermentations.

### PRODUCT

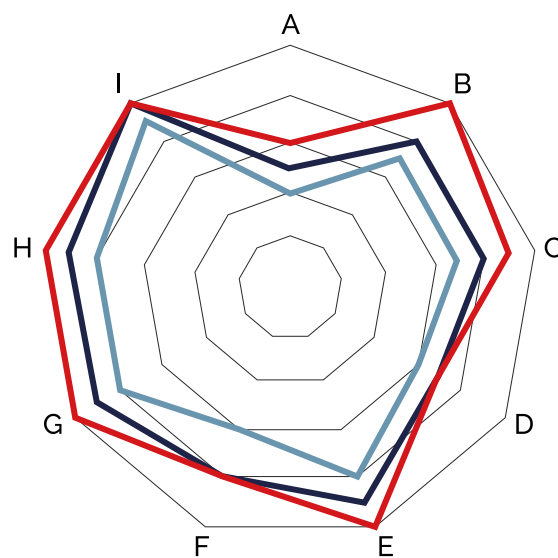
Yeast selected for oenological use with a high percentage of active cells (minimum 10 billion per gram of product); strain classified as *Saccharomyces cerevisiae* according to the old Lodder classification of 1970.

### CHARACTERISTICS

**VIW® CLEVER** is a strain of *Saccharomyces cerevisiae* ideal for the production of classy and elegant red wines, with clean fermentations, conducted at 14-24°C. Good osmotic pressure tolerance. In addition to the high fermentation vigor, the selection also showed the ability to support the aromaticity of the wines, with significant sweet and long lasting notes. It ensures significant palatability, also appreciable in terms of taste persistence. **VIW® CLEVER** also features excellent resistance to alcohol, low temperatures and sulphur dioxide.

### USE\*

Given its characteristics **VIW® CLEVER** is particularly recommended for primary fermentations, in all cases in which you want to enhance the varietal characteristics of the grapes, favouring a fruity, yet complex aromatic profile. In the presence of an adequate nutritional component, **VIW® CLEVER** completes fermentations conducted on musts with high osmotic concentration extremely well. To remark the excellent interaction with the nutrient **SMARTVIN® ACTIV** or to differentiate with **V STARTER FRUIT**. It is also applicable for secondary fermentation, in the production of clean and fruity red sparkling wines.



#### KEY

- VIW CLEVER®
- VIW CLEVER® / Smartvin® Activ
- VIW CLEVER® / V Starter Fruit

- A – FLORAL
- B – COMPLEXITY
- C – FRUITY
- D – SPICY
- E – SWEETNESS
- F – FRESHNESS
- G – FULLNESS
- H – PERSISTENCE
- I – ALCOHOL YIELD

# VIW®

## VERY IMPORTANT WINE

For red wines

# VIW® FRUITY *Saccharomyces cerevisiae*

This **VIW®** yeast strain is ideal for the production of red wines, in which an intense and persistent clean fragrance of red fruits, enhanced with spicy notes can be expressed and maintained. **VIW® FRUITY** is perfect for wines requiring freshness and expressiveness. It features excellent resistance to alcohol and sulphur dioxide.

## PRODUCT

Yeast selected for oenological use with a high percentage of active cells (minimum 10 billion per gram of product); strain classified as *Saccharomyces cerevisiae* according to the old Lodder classification of 1970.

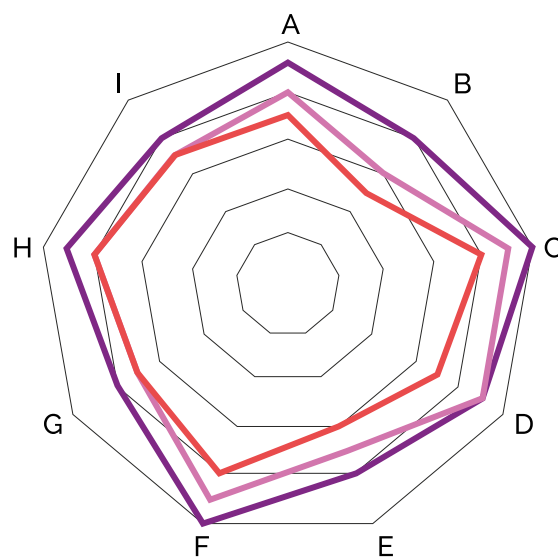
## CHARACTERISTICS

**VIW® FRUITY** is a strain of *Saccharomyces cerevisiae* ideal for the production of important red wines, with clean fermentations conducted at 18-24°C. In addition to the excellent fermentation kinetics, the selection has shown the ability to support both the red fruits and spicy notes over time, in particular those linked to elegant hints of pepper. **VIW® FRUITY** features excellent resistance to alcohol and sulphur dioxide.

## USE\*

**VIW® FRUITY** is a strain particularly recommended for the production of fresh, straightforward red wines, mainly characterised by intense and persistent red fruit aromas. In the presence of an adequate nutritional component, **VIW® FRUITY** completes fermentations conducted on musts with a high osmotic concentration extremely well.

In this regard, we wish to point out the excellent interaction obtainable with **SMARTVIN® ACTIV** and **V STARTER FRUIT** which, thanks to their particular composition, will adequately assist the yeast's metabolism.



### KEY

- VIW FRUITY®
- VIW FRUITY® / Smartvin® Activ
- VIW FRUITY® / V Starter Fruit

- A – FLORAL
- B – COMPLEXITY
- C – FRUITY
- D – SPICY
- E – SWEETNESS
- F – FRESHNESS
- G – FULLNESS
- H – PERSISTENCE
- I – ALCOHOL YIELD



# VIW<sup>®</sup>

## VERY IMPORTANT WINE

For white and rosé wines

## VIW<sup>®</sup> SMART *Saccharomyces cerevisiae*

This **VIW<sup>®</sup>** yeast strain is ideal for the production of easy to drink white and rosé wines, with persistent floral and white fruit olfactory profiles. **VIW<sup>®</sup> SMART** features excellent resistance to sulphur dioxide.

### PRODUCT

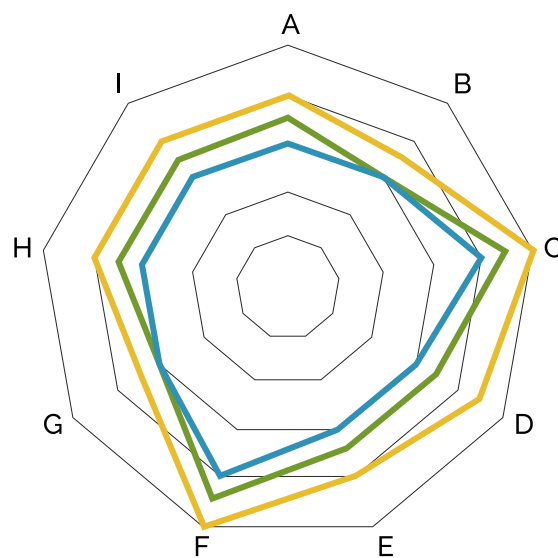
Yeast selected for oenological use with a high percentage of active cells (minimum 10 billion per gram of product); strain classified as *Saccharomyces cerevisiae* according to the old Lodder classification of 1970.

### CHARACTERISTICS

**VIW<sup>®</sup> SMART** is a strain of *Saccharomyces cerevisiae* ideal for the production of floral and fruity white and rosé wines, with clean fermentations conducted at 16-20°C. It features excellent fermentation kinetics expressed in great olfactory cleanliness, that supports over time the interesting floral and white fruit notes, with a mostly fruity persistence. **VIW<sup>®</sup> SMART** also features excellent resistance to sulphur dioxide.

### USE\*

**VIW<sup>®</sup> SMART** is a strain particularly recommended for the production of easy to drink white wines, predominantly characterised by rather persistent floral, fresh and fruity aromas. Due to these characteristics it is also suitable for rosé wines. It has an interesting synergic activity with **SMARTVIN<sup>®</sup> ACTIV** and **V STARTER TF**.



#### KEY

- VIW SMART<sup>®</sup>
- VIW SMART<sup>®</sup> / Smartvin<sup>®</sup> Activ
- VIW SMART<sup>®</sup> / V Starter TF

- A – FLORAL
- B – EXOTICISM
- C – FRUITY
- D – SPICY
- E – SWEETNESS
- F – FRESHNESS
- G – FULLNESS
- H – PERSISTENCE
- I – CRYOPHILICITY

For white and rosé wines

## VIW® FRESH *Saccharomyces cerevisiae*

This **VIW®** yeast strain is ideal for the production of highly classy and elegant white and rosé wines in which you want to express the varietal characteristics, supported by freshness and aromatic complexity. It significantly contributes to a pleasant mouthfeel. **VIW® FRESH** features excellent resistance to alcohol, low temperatures (13°) and sulphur dioxide. Due to its resistance to pressure it is applicable to processes for fruity and well-expressed sparkling wines.

### PRODUCT

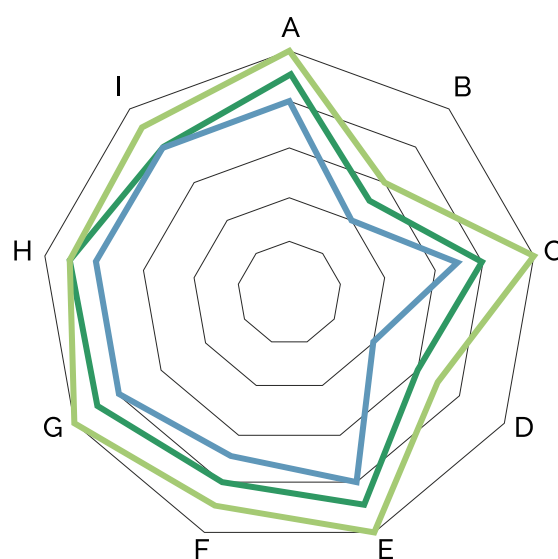
Yeast selected for oenological use with a high percentage of active cells (minimum 10 billion per gram of product); strain classified as *Saccharomyces cerevisiae* according to the old Lodder classification of 1970.

### CHARACTERISTICS

**VIW® FRESH** is a strain of *Saccharomyces cerevisiae* ideal for the production of highly classy and elegant white and rosé wines, with clean fermentations, conducted between 13-20°C. In addition to the high fermentation vigour and pressure tolerance, the selection also showed the ability to enhance the aromaticity of the wines with fresh yet sweet floral aromatic notes. It significantly contributes for a pleasant body and mouthfeel, especially when kept in lysis for some time after alcoholic fermentation. **VIW® FRESH** features excellent resistance to alcohol, low temperatures (13°) and sulphur dioxide.

### USE\*

Given its characteristics **VIW® FRESH** is particularly recommended for primary fermentations, in all those cases where you want to express the varietal characteristics of the grapes, favouring the freshness and aromatic complexity. In the presence of an adequate nutritional component, **VIW® FRESH** can complete fermentations conducted on musts with high osmotic concentration extremely well. In this regard, its use is recommended close to the inoculation of **SMARTVIN® ACTIV** or **V STARTER TF**. It can also be used to make fruity and well-expressed sparkling wines.



### KEY

- VIW FRESH®
- VIW FRESH® / Smartvin® Activ
- VIW FRESH® / V Starter TF

- A – FLORAL
- B – COMPLEXITY
- C – FRUITY
- D – SPICY
- E – SWEETNESS
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- H – PERSISTENCE
- I – ALCOHOL YIELD

The new biotechnological knowledge is collected into specific work procedures and processes that ensure the best result. The first aspect is related to the transition of the dry yeast to its vital form, through the first automatic rehydration system, Easyferm® which function is not limited to this, but preconditions the yeast's fermentation efficiency, and the expression of its characteristics. In this perspective, in order to better define the potential of yeasts in outlining the varietal sensory profiles, VASONGROUP R&D suggests the joint use of yeast with a specific co-activator of the V STARTER line. To better support the varietal aromas, the incorporation of the nutrient must take place close after the inoculation of the yeast, as explained by the official company procedures.

## EASYFERM®

JU.CLA.S.®  
JUICE CLARIFICATION SYSTEMS



**The first automatic system for optimising the yeast's rehydration and preconditioning operations.**

The success of a fermentation process is not only the result of choosing the best yeast or the dosage of the most suitable nutrients provided at the right time. Yeasts in dry form are the ones most commonly used in the wine industry. The industrial drying process requires the recreation of the optimal conditions, both to resume the fermentation activity and to respect the yeast cell.

Rehydration is therefore an extremely delicate process for the survival and maintenance of the yeast's functional activities. Enologica Vason researchers, in collaboration with JU.CLA.S., have developed EASYFERM®: the first system for automatically optimising all the stages of the yeast's rehydration and preconditioning operations.

Suitable for the preparation of "pied de cuve" in refermentation or in case of stuck fermentation it can be used for the preparation of powder and/or liquid solutions. As well as a recirculation unit for a CIP wash or, in the PDC version, as a pre-selector for liquid transfer.

## SMARTVIN® ACTIV



Complete fermentation nutrient and bio-regulator, with gradual release, in pellets; its use reduces dust in the cellar.



## V STARTER FRUIT

Fermentation nutrient and bio-regulator, specific for a sweet fruity aromatic expression.



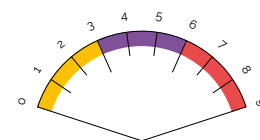
## V STARTER TF

Fermentation nutrient and bio-regulator, specific to enhance the grape variety, with a distinct floral and fresh fruit note.



## OLFACTORY MODULATION

- 0-3 ● FERMENTATIVE CLEANLINESS (Smartvin® Activ)
- 3-6 ● FRUITY EXPRESSION (V Starter Fruit)
- 6-9 ● TIOLIC EXPRESSION (V Starter TF)



\*\* AVERAGE VALUE OF THE BATCHES PRODUCED



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\*Comply with the relevant regulations  
when using the products of the VIW line

