

BARRELS



*Élégance*



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# ICÔNE

*Élégance*



## THE FIRST BARREL IN THE ICÔNE RANGE

SEGUIN MOREAU BELIEVES CERTAIN WINES MERIT SOLUTIONS THAT ENABLE THEM TO FULLY REVEAL THEIR POTENTIAL WHILE RESPECTING THEIR UNIQUE CHARACTER AND THE ORIGINAL EXPRESSION OF THE FRUIT.

### TECHNICAL CHARACTERISTICS:

#### Available shapes

- Bordeaux Export  
(225L, 27mm)
- Bordeaux Château Façon Transport  
(225L, 21mm)
- Bordeaux Château Ferré  
(225L, 21mm)
- Bordeaux Château Tradition  
(225L, 21mm)
- Other shapes: contact us

#### Oak species



French oak

#### Toasting

##### Recommendation

- Medium Long (ML)
- Non-toasted heads

##### Also available

- Medium (M)
- Medium Plus (M+)
- Medium Long Tradition (MLT)
- Toasted Heads (TH)



### ICÔNE is:

- > An exclusive process for oak wood selection, by method of its chemical composition. We identify wood's capability of generating a particular oak profile for specific styles of wine. **We refer to the "œnological Potential" of the wood.**
- > A range of barrels that enables **the reproducibility of the aging process** in order to enhance the unique quality of your wine, consistently year after year.

*Élégance,*

THE FIRST BARREL IN THE ICÔNE RANGE \_\_\_\_\_

The selection of oak called "ICÔNE *Élégance*" is intended for **full-bodied, high-end red wines**, lending a structure and balance that give specific elegant results.

THE ICÔNE SELECTION PROCESS \_\_\_\_\_

During the processing of the rough staves, SEGUIN MOREAU takes samples of wood in quantities proportional to the surface area that each stave will occupy in the barrel.

The samples are analyzed in the SEGUIN MOREAU laboratory, where they are measured for the concentration of the various aromatic and structuring molecules that figure in the ICÔNE mathematical selection model.

The results of the analysis, once processed, determine the œnological Potential.



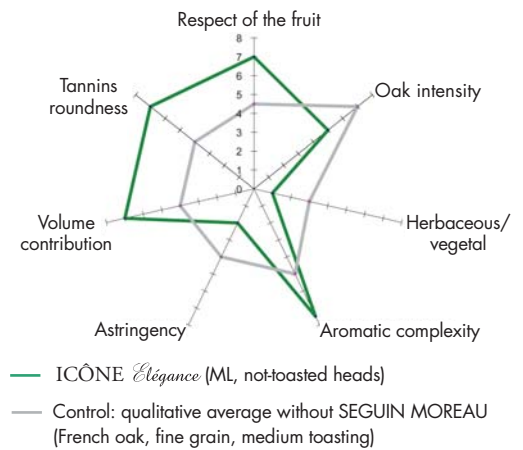
## WHICH WINES? WHICH OBJECTIVES?

The grape varieties that contain the **highest concentrations of polyphenols** are the most appropriate: principally Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah, Tempranillo and Malbec.

The oak profile the ICÔNE *Élégance* contributes is both **elegant and harmonious**.

- The wine increases in volume and texture, and demonstrates **round and well-integrated tannins**.
- In terms of aroma, **the fruit is delicately** and gently overlaid with luxurious and **mellow notes and a hint of spice and toast**.

### SENSORIAL IMPACT OF ICÔNE *Élégance* ON A CABERNET-SAUVIGNON/MERLOT WINE (12-month contact time)



## IMPLEMENTATION

- The length of time the wines remains in barrel is up to individual winemakers. The ICÔNE *Élégance* has been tested and quantified for both malolactic fermentation in barrel and also later barrel aging.
- The duration of barrel aging recommended is **twelve to eighteen months**.



## DID YOU KNOW?

- The ICÔNE concept is the one and only process of its kind that is able to correlate the molecular composition of the barrel's oak with organoleptic result achieved in the wine at the end of aging, designed to reach the sensorial objectives you aim for.
- ICÔNE: An unprecedented project
  - Twelve years of fundamental research
  - Four years of global applied research in wineries with:
    - more than 10,000 analyses of oak wood
    - more than 3,000 barrels
    - more than 200 comparative tasting sessions carried out by a jury of experts
  - An in-house laboratory
  - Testing performed at more than 200 wineries worldwide



## QUALITY AND SAFETY

ICÔNE *Élégance* is subject to rigorous manufacturing conditions that aim to guarantee food safety and to meet current regulatory requirements.

Quality and food approval certificates are available on request: [icone@seguin-moreau.fr](mailto:icone@seguin-moreau.fr)



## CONTACT

Our representative are available to assist you and share their knowledge of ICÔNE *Élégance*. For personalized advice, contact them at: [icone@seguin-moreau.fr](mailto:icone@seguin-moreau.fr)



"Inspired by the past,  
built for the future"

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