



Premier Prestige
*The good addition for your
RedStar™ Portfolio*

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01

Key Information about Premier Prestige



General description

ORIGIN AND OBJECTIVES

Selected by Fermentis by Lesaffre for its remarkable aromatic profile and its great fermentation abilities for winemakers who are looking to improve wine quality without compromising on fermentation performance.

The price for this product is aligned on other RedStar™ products with a minimum quantity order of one box.

APPLICATION



- This strain is **suitable for all whites and roses**, providing an **aromatic lift to all varieties** and promoting thiols and terpenes in grapes with **stronger varietal character**.
- Adapted to all types of **whites, rosés and sparkling base wines**. *Premier Prestige* can also be used to **restart stuck fermentations**. However, our recommendation is *Premier Blanc* as a first choice for this application.

Grape varieties

- Aromatic wines: Sauvignon blanc, Pinot gris, Colombard, Syrah rosé, Chenin blanc, etc.
- Neutral grapes: Chardonnay, Grenache, etc.

Technical Characteristics



A very good fermenter

- **Fast fermentation** even at low temperature and in highly clarified musts.
- **Wide temperature range:** 10 - 30°C (50 - 86°F).
- **High tolerance** to ethanol (up to 15% vol.) and to SO₂.
- **Killer strain** with excellent settlement in the must.



Nutrition

- Ferments to dryness with very low nitrogen requirements (9 ppm YAN per °Brix)
- May require more nitrogen for an optimal aromatic profile. We recommend a range of 10 to 11 ppm YAN per °Brix to optimise esters, varietal aromas release and to prevent off-flavors.



Wine Analysis

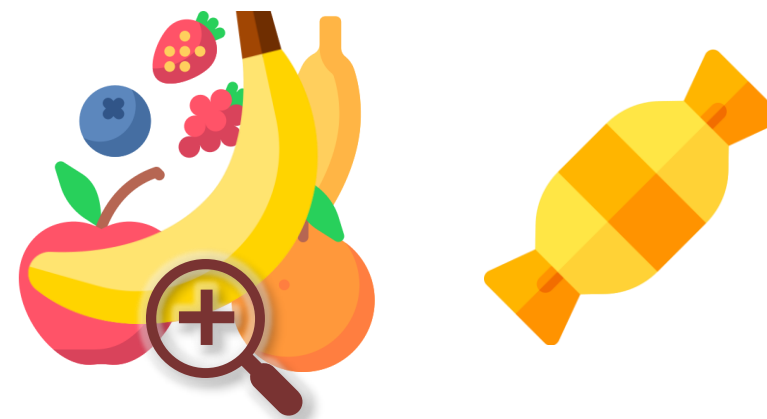
- **Medium producer** of SO₂ and VA.
- **POF - character** [no vinyl phenol formation], generating a delicate, clean wine profile.

Organoleptic characteristics - Neutral Grapes

AN AROMATIC LIFT FOR NEUTRAL GRAPES

- Thanks to a **high production of acetate esters** and **higher alcohols** *Premier Prestige* is a great choice to enhance all wines, especially from neutral grapes in need of an aromatic lift such as Chardonnay.
- **To enhance its fermentative profile**, complete nutrient such as *Springferm™ Equilibre* (soon available in small format). Eventually, it could be completed with DAP to reach a range of 10 to 11 ppm YAN per °Brix.
- Low to medium fermentation temperatures to enhance esters' retention (<15°C or 59°F).

Main aromatic notes



Organoleptic characteristics - Aromatic Whites

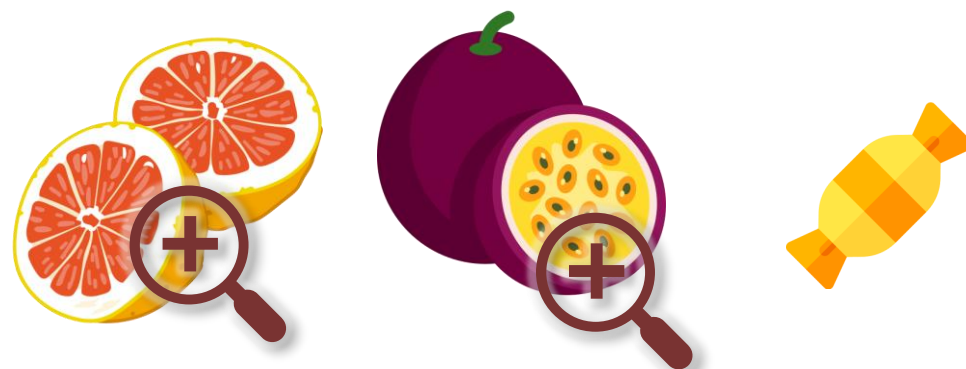
TO ENHANCE THIOLS AND TERPENES IN AROMATIC WHITES

- This strain is a great choice for aromatic varieties rich in thiols (Sauvignon blanc, Colombard, Syrah rose, Grenache rose) and terpenes (Muscat, Pinot gris, Viognier, etc) because of its ability to release volatile precursors from the must, providing tropical and citrusy flavors and aromas to the wines.

- To enhance the varietal aromas - especially the thiols- we recommend the combination of yeast derived nutrients (added at yeast inoculation) and DAP (after 1/3 fermentation) to reach a range of 10 to 11 ppm YAN per°Brix.

- Fermentation temperatures between 14-18°C (57-64°F) optimize the release of 3MH and 3MHA associated with citrusy and tropical aromas.

Main aromatic notes



Key Information on Premier Prestige

Technical Data Sheet

All the essential information you need to know about Premier Prestige are contained in the Technical Data Sheet (TDS) which has been, or will be provided to you, by Fermentis.

Always think to integrate this document to your website or when you sell the product in a BtoB context.



02

Premier Prestige on the Homewine market



A growing interest for aromatic white wines

Rising Popularity of White Wines

- **Consumer demand is surging**, especially for crisp, fresh white wines like Sauvignon Blanc and Pinot Gris.
- **Sales data supports the trend**: Australia, Chile, New Zealand's white wine exports grew by 20% (year ending June 2023), and white table wines are the only wine category showing growth.

Cultural and Market Shifts

- **Lower alcohol preferences** are driving interest in whites, seen as lighter alternatives to high-abv reds.
- **Younger consumers (Millennials & Gen Z)** prefer versatile, fresh wines suitable for casual settings like festivals and picnics.
- **Global cuisines** pair better with white wines, boosting their appeal.



Adaptation of the production



🌍 Red Regions Embracing White Grapes

- **Piedmont (Italy):** Producers like Ceretto and Pio Cesare are focusing on Arneis, Timorasso, and Chardonnay.
- **Napa Valley & Sonoma (California):** Sauvignon blanc plantings are up, and winemakers are experimenting with Chenin blanc, Viognier, and even white pinot Noir.
- **Other regions** (e.g., Rhône Valley, Bordeaux, Spain, Argentina) are expanding white wine production to diversify and respond to demand.

🌡️ Climate Change & Winemaking

- **White grapes are more resilient** in changing climates and better suited to certain soils.
- **Smoke taint from wildfires** has led winemakers to turn red grapes into white wine styles (e.g., blanc de noirs) as a practical adaptation.

A white wine production easier to handle

The process of **making white wine**, whether from juice or grapes is **dramatically different from the process of making red wine**. Some key differences are skin contact time, ideal pH, fermentation temperature, aging time, oak usage and usage of malolactic fermentation. At a glance, **making white wine is a bit simpler than making red wine**.

If this problematic doesn't affect experienced homewinemakers, could be an interesting point to explain for **newbies or young winemakers**. "Start with white wine production and the ***Premier Prestige*** could help you on this aspect!"



Premier Prestige is matching trending grape varieties



Chardonnay

Most popular grape variety in the US with 43,000 ha of vines, mainly located in California, Oregon, Washington and NY. High production of acetate esters brought by *Premier Prestige* will participate to enhance the aromatics of this neutral grape.



Grenache

Particularly well implemented in Spain and France, Grenache is finding its way to the US until rising in popularity during the last years. Close to the Chardonnay in terms of profile, *Premier Prestige* will help to develop its aromatic around white fruits and citrus notes. It'll also bring roundness to counterbalance natural acidity of this grape variety.



Chenin blanc

Typical grape variety from Loire Valley in France, Chenin Blanc is now the 5th most popular white wine grapes in the US. For some people it represents the future of white wine as it fits new expectations of the market: light, fruity and aromatic white wines. *Premier Prestige* could help to emphasize its peach or pineapple notes thanks to precursors release capacity.

Premier Prestige is matching trending grape varieties



Pinot gris

Pinot gris, a grape varietal renowned for its versatility and rich history, stands as a cornerstone in the world of white wines. Third most popular white grape in the US, it's particularly well developed in Oregon. In this cooler climate, it produces light, crisp wines with high acidity and notes of green apples and citrus. These citrus notes can be amplified with our *Premier Prestige*.



Colombard

Second most popular white wine grape variety in terms of vine surface, the Colombard has clearly found its place in the heart of Americans. Wines made from Colombard are typically light and crisp, mellow in tannins and high in acidity, creating a bit of tartness. Tasting notes include white peaches, stone fruit, green apples and melon. Similarly to Sauvignon blanc, these fruity notes could be put forward with the *Premier Prestige*.



Sauvignon blanc

The rising star amongst all the grape varieties mentioned here. Since the pandemic, sales for this variety are growing, both in volume and value. First driven by the New Zealand varieties popularity, it's now a well implemented grape in the US. In this territory, Sauvignon blanc is associated to really fruit forward wines with citrus (lemon, orange, grapefruit) and tropical (passion fruit, mango, kiwi). It's on this fruity aspect that *Premier Prestige* could appear like a perfect option for this grape variety.

Premier Prestige fits these trends

SUMMARY

Based on all the previous slides, you understand easily why Premier Prestige could be **a great addition for your portfolio**. New trends of consumption for White and Rosés make of this product a must have in your range to **match new consumption habits**.

Homewinemakers being, before all, wine drinkers, **they tend to produce what they like to drink**. If they like to buy and drink Aromatic Whites & Rosés, you can be sure that they will be interested to produce one at home and so potentially **use the Premier Prestige for that**.

MARKET SIZE

Considering these market trends, the total volume of homewine yeasts, the competition and RedStar brand positioning, today we estimate a potential volume of sales between **500 and 800kg in the US at three years**, all other things remaining equal.



03

Premier Prestige in the RedStar™ range



The importance of the range logic

With now six products in the range, it's important for you as a seller to **understand well the range logic** and be able to differentiate the products to **orient your customers at the best**. The objective is to **create the best customer experience** by selling the product adapted to her/his need, not just to sell. A happy customer is a customer who will buy again, **we build loyalty by orienting them**. Let see how the new Premier Prestige stands in this RedStar™ range.





About the range

Reminders about RedStar™

#1 Accessible products

RedStar wine yeasts are ,and will remain, accessible products for all home and professional winemakers. Their price positioning voluntarily low is here to attract customers who don't want to dedicate a lot of budget for their fermentation.

#2 Polyvalent range

With six yeasts in the range (against 19 for SafOEno™ range), we have selected these products for their polyvalence and cover a maximum of needs on the market with a minimum of products.

#3 A US Brand

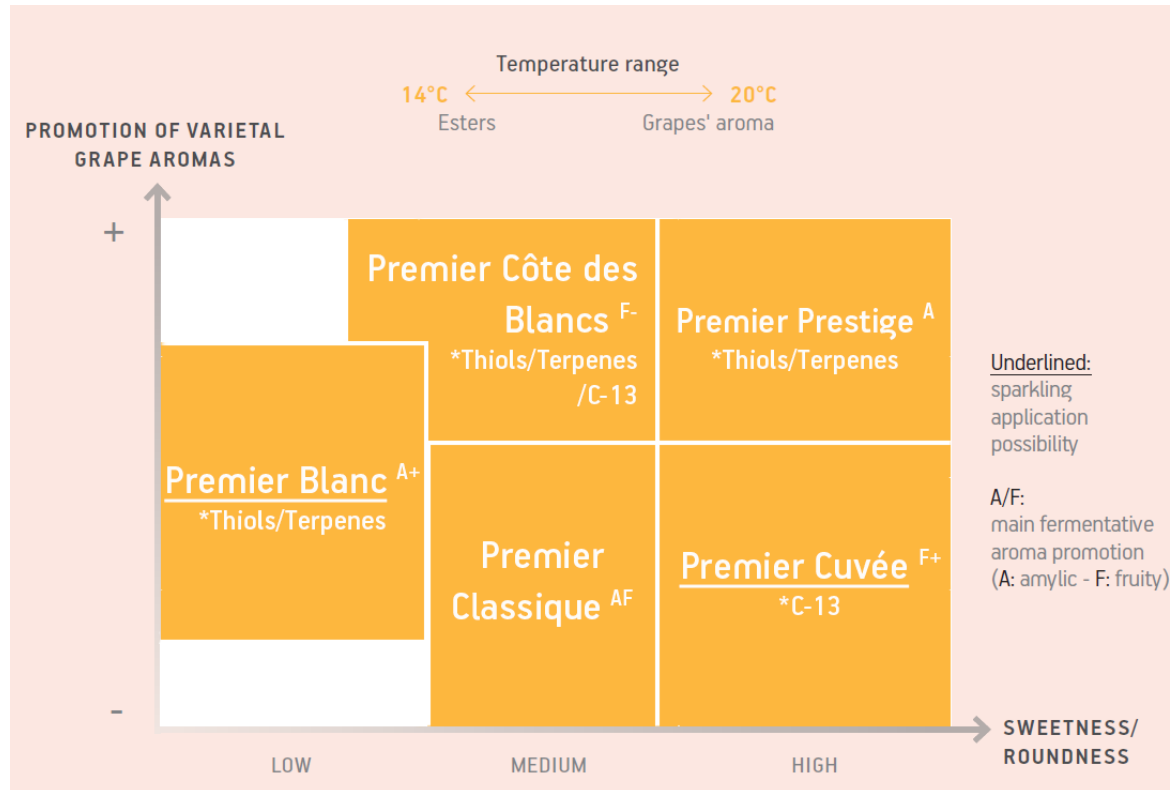
Keep in mind that RedStar™ is only a brand available in NA, not globally. For this reason, you'll not find information about RS products on our website or our app'. Sellers such as you have a crucial role to play as end users will rely more on you to find information about the products. Obviously, you can always rely on Fermentis expertise to help you on this aspect.

#4 Fermentis knowhow

We never compromise with the quality, and we certify you that RedStar™ products take advantage of all the Fermentis knowledge to deliver the best quality of yeasts for winemakers in North-America.

About the range

Premier Prestige inside the range



Obviously, you understood that *Premier Prestige* is adapted for whites and rosés, this map gives you an idea on how position RedStar™ products on a “whites & rosés” matrix. With its ability to **release volatile precursors from the must**, Premier Prestige enhances **varietal aromas** (thiols & terpenes) by bringing at the same time **roundness** to your wine.

Note that Establish a profile for your white and rosé wines is complex. Apart from the roundness brought specifically by each yeast (as for reds), the **factors strongly influencing the aromatic profile** are diverse and very impactful.

Depending on their enzymatic pool, yeasts are more or less able to reveal different types of varietal aromas (C13 / Terpens / Thiols) and to create fermentative flavors (Amylic – acetate esters / Fruity – ethyl esters).

About the range

Premier Prestige inside the range

To help you and your customers to differentiate the products, our communication team has created the RedStar™ poster to compare the products based on:

- Use recommendation
- Best wine fit (wine, grape variety, etc.)
- Aromas
- Roundness
- Nutrition requirement
- Etc.

This essential document which has been, or will be provided to you, by Fermentis contained everything you need to compare the RedStar™ products.

Always think to integrate this document to your website or when you sell the product in a B2B context. The poster can be used as it is or data can be extracted to build your product page.

CHOICE		WINE STYLE					FERMENTATION PARAMETERS & METABOLISM										
Red Star™ STARK	TAKONOMY	WINE ROD	WINE RED	WINE WINE	WINE WINE	USE RECOMMENDATION	BEST SUITED FOR	AROMAS	ROUNDNESS	STRUCTURE	Recom. max ALCOHOL	NITROGEN requirement (range in ppm) Ratio YAN/Sugar (mg/g)	Recommended TEMPERATURE range	KINETICS	Yeast SETTLEMENT & Killer factor	CO ₂ production + Combination	Volatiles ACIDITY
Red Star™ Premier Prestige	S. cerevisiae	★ ★				An ideal choice for white and rose wines as it elevates the aromatic notes of varieties while accentuating the finesse and elegance in grapes that exhibit robust vinous character.	Aromatic varieties rich in thiols (Sauvignon Blanc, Cabernet Sauvignon, Pinot Noir, Merlot, etc.) and elegant (Chardonnay, Riesling, etc.).	Releases volatile precursors from the must, providing depth and softness and aromas to the wines.	High roundness	NO	15%	Very Low (60-80ppm) Ratio 0.7-0.8	Wide range 10-20°C (50-68°F)	Very fast	Killer strain and excellent settlement	Medium	Medium
Red Star™ Premier Cuvée	S. cerevisiae	★ ★ ★ ★ ★				One of the fastest, cleanest, and most neutral of all Red Star wine yeasts. Recommended for red, white, and sparkling wines. Excellent fermentation characteristics and resistance to difficult winemaking conditions.	Elegant wines (Chardonnay, Riesling, etc.) and traditional sparkling.	Medium intensity, high ethyl esters production and impact of vinous character.	High roundness	Low structure (reds)	10%	Very Low (60-80ppm) Ratio 0.7-0.8	Wide range 10-20°C (50-68°F)	Fast	Killer strain and excellent settlement	Medium + Medium high	Medium
Red Star™ Premier Blanc	S. cerevisiae	★ ★ ★ ★ ★				All purpose and vigorous, it is particularly helpful in producing white and rose wines. Extremely good fermenter with very high alcohol tolerance. Recommended for sparkling, red, white, rose, and orange.	Extreme conditions fermentation: high pH and low temperatures conditions, gentle promotion of thick and serene.	Medium intensity, predominant acids esters in high pH and low temperatures conditions, gentle promotion of thick and serene.	Low roundness	Low structure (reds)	10%	Very Low (60-80ppm) Ratio 0.7-0.8	Wide range 10-20°C (50-68°F)	Very fast	Sensitive but excellent settlement	Medium low + Medium	Low
Red Star™ Premier Cuvée	S. cerevisiae	★ ★ ★				A very good fermenter with regular kinetics to avoid excessive yeast concentration and such as Bordeaux varieties. Also a good choice for white and rose at low temperatures. Excellent choice for old brand fermentation.	Red and clean fermenter to value premium quality. Some fermentation: Bordeaux varieties.	Medium intensity, fresh fruit, high esters production at low temperature.	Medium low roundness	Medium structure (reds)	15%	Low (60-220ppm) Ratio 0.7-0.8	No temperature control needed 14-20°C (57-68°F)	Medium fast	Sensitive but excellent settlement	Medium low + Medium	Very low
Red Star™ Cuvée de Blanc	S. cerevisiae	★ ★				Selected from a French sulfurer Cuvée de Blanc is one of the most traditional aromatic strains for white wine. An excellent choice for truly white or rose wines.	Truly white strains (Chardonnay, Riesling, etc.).	Medium high intensity, moderate production and medium high production of ethyl esters, promotion of thick and serene.	Medium low roundness	Low structure (reds)	14%	Medium (60-200ppm) Ratio 0.8	14-20°C (57-68°F)	Medium and regular	Sensitive but good settlement	Medium low + Medium low	Medium
Red Star™ Premier Rouge	S. cerevisiae	★				Good fermenter that produces a full body. Encourages for complex aromas especially in red wines. Also good for rose wines. A good choice for wine aged in barrels. One of the best choices for quality.	Full bodied red wines (Cabernet Sauvignon, Merlot, Pinot Noir, etc.).	High intensity, complex aromas with spicy red and black, full body, high roundness.	Medium high roundness	High structure (reds)	16%	High (200-220ppm) Ratio 0.9	17-20°C (64-68°F) Controlled temperature preferred	Medium slow but regular	Neutral and good settlement at temperature 10°C (64°F)	Low + Medium	Medium

About the range

Direct Pitching: a new asset for RedStar™ users

WHAT IS DIRECT INOCULATION/ DIRECT PITCHING?

Thanks to our state-of-the-art technology and the know-how of the Group Lesaffre, Red Star now offers Active Dry Yeasts for winemakers that can withstand different rehydration conditions, from simplified rehydration protocols to direct inoculation into the must.

WHAT ARE THE BENEFITS OF DIRECT INOCULATION OR SIMPLIFIED REHYDRATION?

By using the yeast in more flexible ways winemakers can simplify their processes, save time, lower costs related to labor and save energy, water and products related to yeast rehydration and cleaning of rehydration equipment.

What Red Star strains can be directly inoculated?

Four strains within the Red Star range can now be used for direct inoculation:

- o *Premier Cuvée*
- o *Premier Blanc*
- o *Premier Classique*
- o *Premier Prestige*

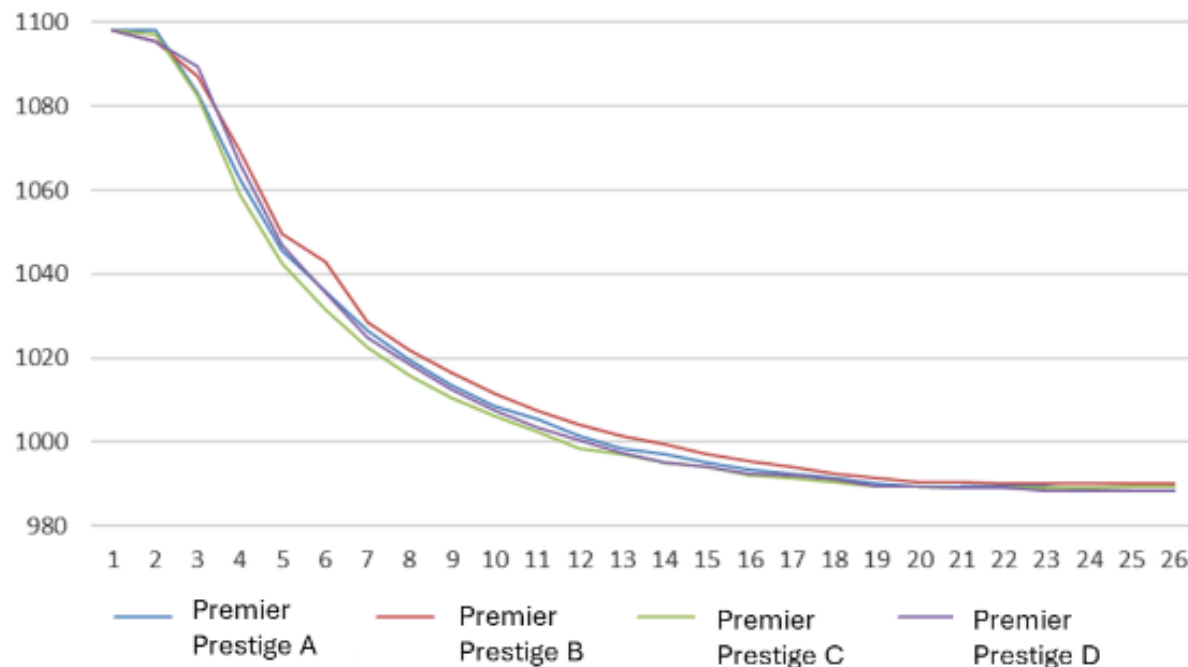
Please consult our technical data sheets and technical table for usage recommendations



About the range

Direct Pitching: a new asset for RedStar™ users

Fermentation kinetics (density/days)



- A: Rehydration for 35 minutes in water at 37°C/98°F
B: Rehydration for 35 minutes in water at 17°C/63°F
C: Rehydration at 37°C (15 min) with gradual acclimatisation to 30°C/86°F (10 min) then to 23°C/73°F (10 min).
D: Direct inoculation of the ADY in the must.

TRIAL

Premier Prestige was tested on Sauvignon Blanc in microvinification and in a thermoregulated chamber at 18°C/64°F.

We observed no impact on the fermentation performance, nor the wine analytics and sensory analysis (not shown here).

04

How to position the Premier Prestige?



About the positioning

Inside Information about the strain

SOME KEY SALES FACTS

- ❖ **Best sales arguments:** Aromatic + Roundness makes it a good fit for many 'new world' whites and roses
- ❖ **5 key words:** AROMATIC, ROUND, FAST, WHITE, THIOLS



BEST SUITED FOR

- ✓ **All aromatic whites with thiols or terpenic precursors** (Sauvignon blanc, Semillon, roses, etc.)
- ✓ **All neutral whites and roses needing aromatic enhancement** (Chardonnay, etc.)
- ✓ **All whites and rose needing volume/roundness enhancement**
- ✓ **White fermentations where fast kinetics is expected**
- ✓ **Low temperature fermentations**



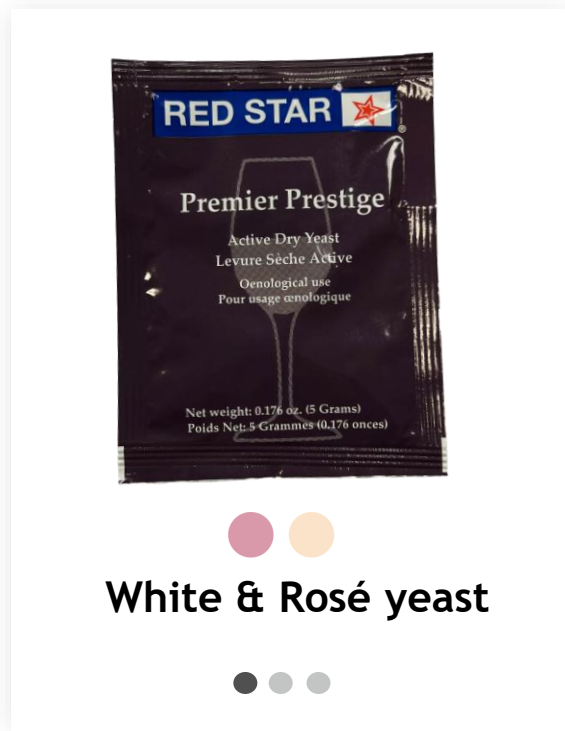
Need help to design your product page and/or build your sales pitch? Contact us, we're here to help!



NOT THE BEST CHOICE FOR

- ✓ **Slow fermentations / barrel fermentations**
- ✓ **Low SO₂ programs** (can produce more SO₂ especially under stress)
- ✓ **Must with low nitrogen / nutrient programs**
- ✓ **Red wines**

Product Page example



RedStar™ Premier Prestige wine yeast – Aromatic yeast for whites & rosés

DESCRIPTION

Selected by Fermentis by Lesaffre for its **remarkable aromatic profile** and its great fermentation abilities for winemakers. *Premier Prestige* is suitable for all whites and roses, providing an aromatic lift to all varieties and **promoting thiols and terpenes** in grapes with stronger varietal character.

Because of its ability to release volatile precursors from the must, it provides **tropical and citrusy** (passion fruit, grapefruit) flavors and aromas to the wines.

GRAPE VARIETIES

This yeast is adapted for neutral grapes needing an aromatic enhancement such as **Chardonnay** or **Grenache**. But it's also a great choice for aromatic varieties rich in thiols - **Sauvignon blanc**, **Colombard**, **Syrah rosé** - and terpenes - **Pinot gris**, **Muscat**.

DIRECTION OF USE

No rehydration needed! Inoculate the desired quantity of yeast directly into the must in the fermentation tank and homogenize the entire volume. For more information, please refer to the Technical Data Sheet (TDS)

Dosage: One sachet for 25L - 5 Gallons of must

DISCOVER MORE

- Click [here](#) to see the TDS and discover everything about this yeast!
- Download the RedStar™ poster [here](#) and compare this product with our other RedStar™ yeasts!

About the positioning

Product Launch Timeline



Why product launch dates?

The product launch dates, B2B and B2C, are there to create a maximum of synergy and an emulation on the market around the product. By bringing a significant amount of visibility through different channels we hope to help you to develop your sales volume on this product.

By acquiring Premier Prestige before September, you engage yourself to not communicate about the product before the launch dates scheduled but you can anticipate all other sales actions.

Obviously, you still have the possibility to acquire the product anytime after September, but you'll not benefit of the leverage effect created by the product launch.

Questions? Contact me!





Thank you for
your attention!



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