

# LIFTY FRUITY

*Red and rosé wines: cleanliness, aroma, colour*

## CHARACTERISTICS

Lifty Fruity is an innovative enhancer to be used during the fermentation of red and rosé wines.

The insoluble “structure” of plant polysaccharides (Polimersei) conveys yeast polysaccharides and tannins, allowing their gradual release during the fermentation process.

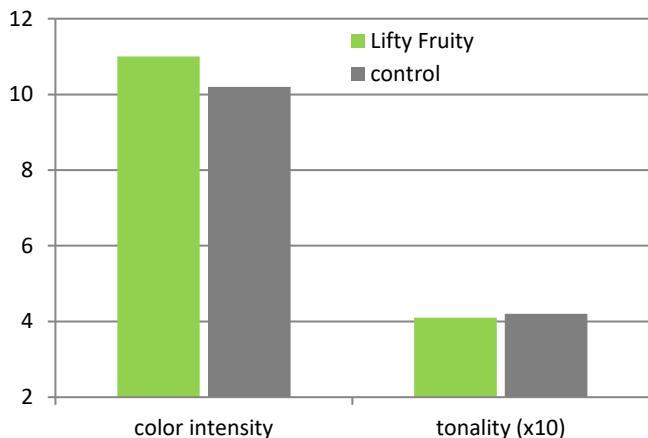
## APPLICATIONS

Lifty Fruity performs three distinct actions:

- supports yeasts during all phases, from multiplication to actual fermentation;
- detoxifies the fermentation environment thanks to the combined action of specific polysaccharides;
- helps colour stabilisation.

Lifty Fruity enriches wines with elegant notes of red fruit, removes any reduction's hint and aids colour stabilisation. Creates a more complex mouthfeel depending on the chosen dose.

In any case, normal alcoholic fermentation is guaranteed, with a short lag phase and very fast finish; yeast metabolism is optimised and this helps to reduce the synthesis of unwanted by-products.



*Effect of Lifty Fruity (100 g/hl) on the colour at the end of alcoholic fermentation (Merlot).*

## DOSAGE and INSTRUCTIONS FOR USE

For red and rosé wines:

20-40 g/hl to give freshness and secondary fermentation.

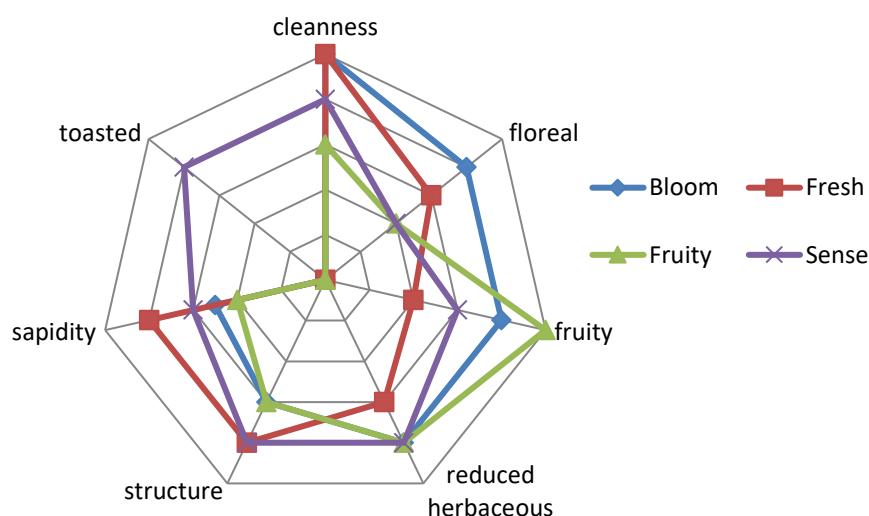
50-100 g/hl to give complexity.

Add Lifty Fruity directly to the must at yeast inoculation. An initial dissolution is not necessary.

## PACKAGING and STORAGE

2 kg and 8 kg bags.

Store the product in its original packing, in dry and cool conditions.



*Sensory profiles obtained with the different Lifty.*

**Lifty Fruity** stands out for its notes of red fruit and reduced herbaceous notes.