IN THE SPOTLIGHT HARVEST 2021

What's new & exciting at Anchor Denology?





SUPPORTING YOU FROM GRAPE TO GLASS

HARVEST 2021 | In The spottight



ALL THINGS RED WINE

- Statistics
- Protocols

MEET OUR NEW NUTRIENTS!

- The Inception range
- The Sustenance range

WHAT ELSE IS NEW?

- Tannins
- Fining agents
- Arabic gums

CHAT TO US

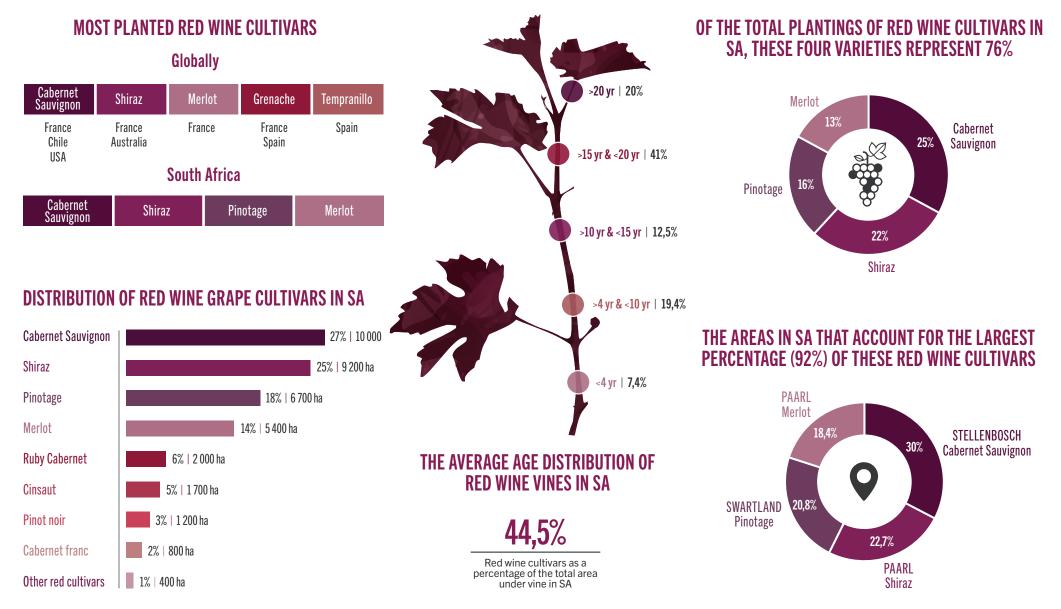
- Contact details
- Technical Sales Managers

You don't settle for one cultivar or style of wine. Why settle for one product? With Anchor the choice is yours.

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RED WINE CULTIVARS | Did you know?



(source: www.sawis.co.za)





WINE CONSUMPTION IN SA

Total consumption (L)

Still wine	Fortified wine	Sparkling wine
363 190 421	14 422 500	10 006 708

Per capita wine consumption (L)

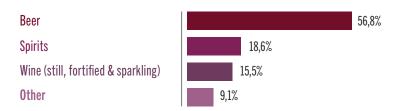
Still wine	Fortified wine	Sparkling wine
6,18	0,25	0,17

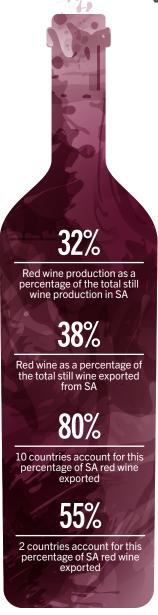
AVERAGE PRICE OF A 750 ML BOTTLE OF RED WINE IN SA

(Average : R64,38)

WC	KZN	GP	NW	FS	NC	MP	EC	LP
R88,50	R87,95	R59,98	R59,85	R58,58	R57,63	R53,08	R52,64	R50,77

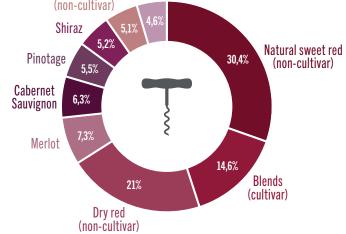
MARKET SHARE FOR ALCOHOLIC BEVERAGES IN SA





(source: www.sawis.co.za)

Semi-sweet red (cultivar) (non-cultivar)



CURRENT DOMESTIC SALES OF SA RED WINES

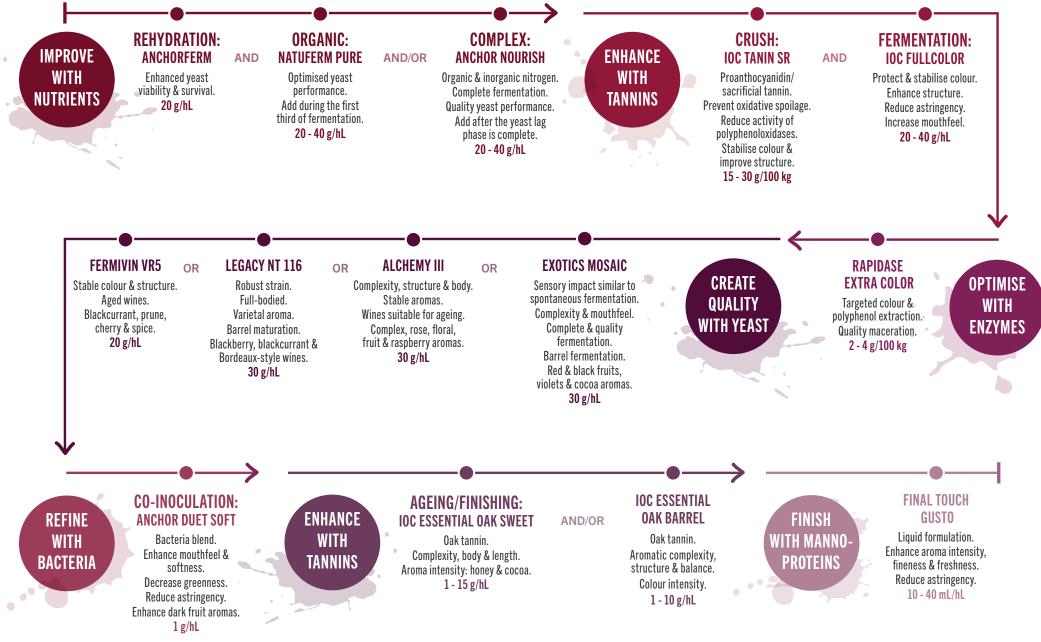
Other red

TOP 10 EXPORT COUNTRIES FOR SA RED WINES

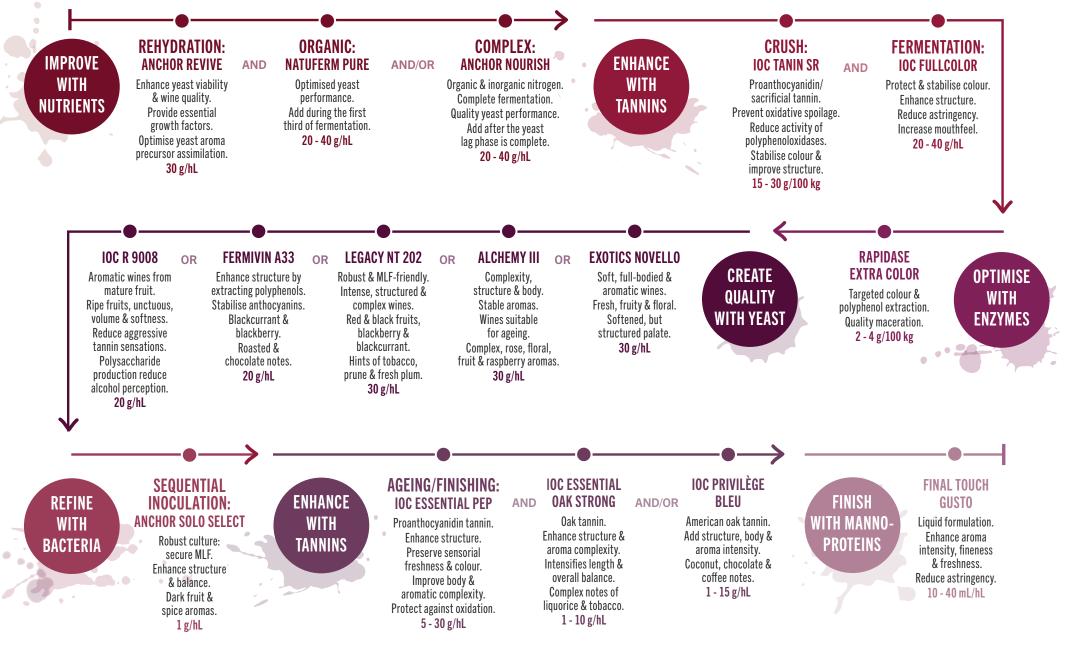
(as a percentage of the total red wine exported)

UK	
Germany	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Denmark	
The Netherlands	
Sweden	
China	
France	
USA	
Canada	
Russia	3%

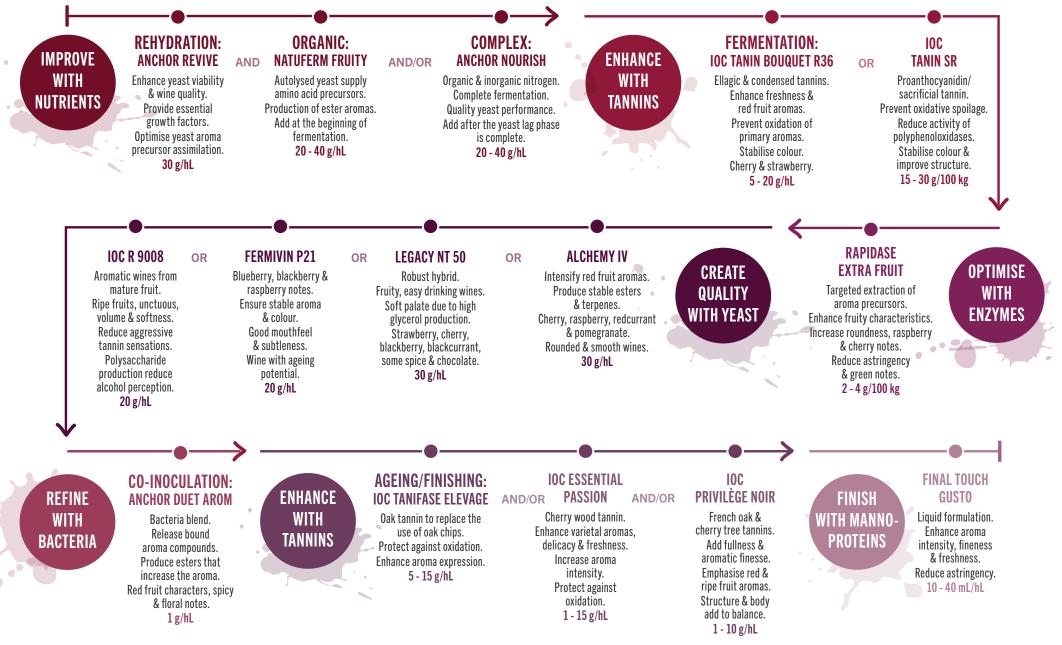
PROTOCOL | Red wines with complexity, monthfeel & structure



PROTOCOL | Red wines with structure, aroma intensity & complexity

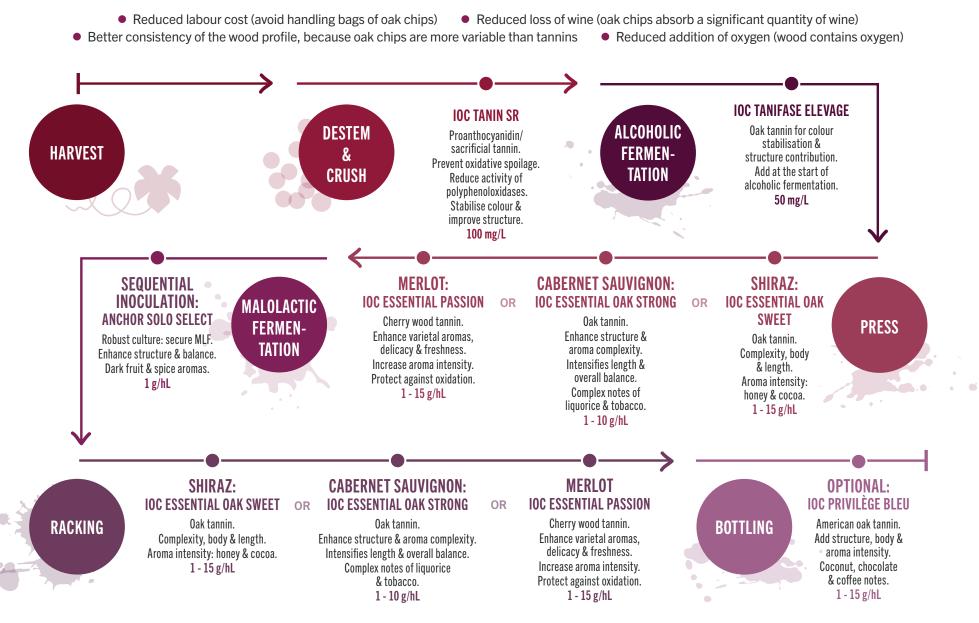


PROTOCOL | fed wines with fruitiness, softness & colour intensity



PROTOCOL | Red wines with atternatives to using oak chips







Anchor Oenology's new nutrients are created to sustain the yeast, not just feed it.

OUR BRAND NEW NUTRIENT PORTFOLIO | Welcome to the Anchor family!



THE INCEPTION RANGE | FOR REHYDRATION

"Inception" : the establishment or starting point of an activity

ANCHORFERM

(same formulation, new packaging)

Ensure enhanced yeast viability.

INACTIVATED YEAST & THIAMINE:

Stimulate yeast growth and metabolism. Provide a rich source of vitamins, minerals and other trace elements required for optimum yeast performance.

Reduce the risk of stuck fermentation and potential off-odours.

Provide sterols and long chain fatty acids that improve alcohol tolerance.

ANCHOR REVIVE

(brand new product formulation)

Ensure yeast viability and enhanced quality.

AUTOLYSED & INACTIVATED YEAST:

Provide high levels of essential growth factors like vitamins (pantothenate and biotin).

Provide minerals that act as enzymatic co-factors (magnesium, manganese and zinc).

Improve yeast acclimatization, implantation, viability and metabolism.

Enhance fermentative aromas due to optimised yeast metabolism.

Enhance precursor assimilation to optimise the release of varietal aroma compounds by the yeast.



THE SUSTENANCE RANGE | FOR COMPLEX NUTRITION

"Sustenance" : the maintaining of something in life or existence

ANCHOR NOURISH

(new, improved formulation replacing Nutrivin)

Secure the fermentation and enhance the wine quality.

INACTIVATED YEAST, DAP & THIAMINE:

Provide a complex source of organic and inorganic nitrogen, as well as essential vitamins, minerals, trace elements, amino acids and stress resistance factors, like sterols and unsaturated fatty acids.

Improve alcohol tolerance, compensate for nitrogen deficient must and reduce the risk of sluggish or stuck fermentations.

Provide optimal nutrition that allow for greater aroma intensity, balance, complexity and flavour profile.

Result in fresher, fruitier and less vegetal wine aromas. Improve overall wine quality.

ANCHOR CONQUER

(new, improved formulation replacing Nutrivin Super)

Secure the fermentation under challenging conditions.

INACTIVATED & AUTOLYSED YEAST, DAP & THIAMINE:

Ensure optimal yeast nutrition, especially for more challenging fermentation conditions.

Provide survival factors that ensure the optimal functionality of the cell, especially under stressful fermentation conditions.

Ensure a balanced and complete fermentation, whilst avoiding sluggish or stuck fermentations.

Provide essential elements that reduce stress responses from the yeast and thus prevent the formation of undesirable metabolic by-products, like off-odours or volatile acidity.

INTRODUCING OUR NEW PACKAGING | You asked, we answered



NOT JUST GOOD FOR THE YEAST, BUT ALSO GREAT FOR THE PLANET! Introducing our new, fully recyclable nutrient packaging.

Our new nutrient range, consisting of ANCHORFERM, REVIVE, NOURISH and CONQUER, is packaged in brand new, fully recyclable pouches.

These 100% recyclable (polypropylene stream) pouches will ensure the same barrier capabilities as our previous packaging, maintaining the shelf life of the product at 36 months.

To ensure ease of use and convenience, these new nutrient pouches: Are self-standing | Are available in 1 & 5 kg SKUs | Have a zipper seal for resealing and retaining freshness



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OTHER NEW PRODUCTS | Limited samples for vintage 2021



TANNINS

IOC ESSENTIAL ANTIOXIDANT

• A gallic tannin that protects must and wine from oxidation, without adding bitterness or astringency.

FINING AGENTS

| IOC TRAP'METALS

• A complex preparation of PVI, PVP, yeast hulls and chitosan that remove heavy metal oxidation catalysts like copper, iron and lead.

IOC NETAROM EXTRA

• An inactivated yeast product for removing reductive aroma defects and improving volume and complexity.

ARABIC GUMS

I IOC INOGUM MF

• An arabic gum from Verek acacia that stabilises phenolic compounds.

I IOC FLASHGUM R MF

• An arabic gum from Seyal acacia that improves wine quality by increasing volume and fullness, as well as decreasing excessive astringency.



Anchor Oenology supports you from grape to glass.

ANCHOR OENOLOGY | Chattows



CONTACT DETAILS

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For more information or details on any of our products, have a look at our *Anchor Oenology Catalogue 2021*. If you are interested in trials with any of our new products, please contact one of our Technical Sales Managers.