

AMERICAN TARTARIC PRODUCTS INC.

A Clearer View



Hark! Is that the sound of bottles moving down the bottling line? Since it is now February, it is a good guess that is exactly the sound emanating from most wineries at the moment.

Creating wines with brilliance, stability, and definition is the role of fining agents.

Fining, a practice as old as winemaking itself, specifically removes tannins and proteins, ensuring the future clarity of the wine.

Often, however, clarifying your wine is not the only issue. Fining agents also reduce astringency or bitterness, remove off-odors, and strip browning caused by oxidation. Unfortunately, with some fining agents there is a trade-off. While removing suspended solids and doing the job they were intended for, they may also strip color, body, taste and aroma from the wine.

There is no single fining agent that does everything to the must or wine. Not all remove suspended solids. Some have no charge at all, and only remove odors or color. Sometimes it is necessary to apply two fining agents together, or to add fining agents at different stages of the wine's development. The key is knowing what you wish to correct in your wine, and knowing what fining agent(s) to use for the job.

ATP's extensive range of fining agents includes Bentonite (**Puri-Bent**), Gelatin (**Liquagel-50**), Egg Albumin (**Ovo-Pure**), Isinglass, and PVPP. For more specialized applications, we also have our **Phenol-Fine and Phenol-Fine Plus** range. Information on all of these products is available on our website, as well in our brand new 2010 catalog.

Regardless of whether you fine your wines to clarify, add definition, or to create a particular style, our trained staff is qualified and ready to assist you. From offering hands on training in the use of our products, or just an objective opinion, our specialists are here to help you.

As a side note, in an effort to be more environmentally aware we intend to move to a paperless newsletter format. To assist us in this if you could send us your email address along with your full winery name to the following email address, **Mailings@americantartaric.com**, we would be happy to add you to our mailing list.

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