



ATP & PARSEC Partners in Micro-Ox



In collaboration with Parsec, ATP continues to support wine industry efforts to increase wine complexity by offering accurate, reliable, and affordable Micro/Macro Oxygenation Systems.

The main goals of micro-oxygenation include the restructuring of tannins and mouthfeel, color stabilization, aroma integration, decreased sulfide and reductive aromas, and increased longevity potential.

Micro Oxygenation can be incorporated in different phases of production:

- During primary fermentation, it can be utilized during primary fermentation to provide an adequate supply of oxygen, improving yeast growth as well as tolerance to alcohol, and reducing incidence of stuck fermentations.
- Immediately after fermentation, and before malolactic fermentation, in order to aid in color stabilization.
- After Malolactic fermentation to alter tannin evolution.

Parsec technology is highly accurate and needs no calibration, and comes with everything that you need for start up. ATP can also customize any unit for your particular needs. Order in the month of April and receive an additional discount along with our usual comprehensive training and technical support service.

Additionally, as thoughts start to turn towards crush, Parsec also offers the Cellar Mate Rehydration System which is used to prepare active dry wine yeast, bacteria and winemaking additives before adding them to must or wine. **Take the HUMAN element out of Yeast Rehydration!**

Our trained staff is qualified and ready and waiting to assist you. Please call your local representative for further information on our Parsec offerings or any of your winemaking needs.

As a reminder, if you would like to continue to receive future mailings, we kindly ask that you send your updated email address to mailings@americantartaric.com so that we can insure that we add your name to our email mailing list.

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