



Inspiring innovation.

HIDEKI

A sales opportunity

Davide Tescaro

Marketing specialist

TANNINS
TANNINI
.....

HIDEKI



HIDEKI

- ☪ Introduction and product analysis;
- ☪ Market positioning and trade focus;
- ☪ Applications and sales arguments;
- ☪ Italian market results;
- ☪ Conclusions.





Introduction and product analysis



First approach...

ANTIOXIDANT & BACTERIOSTATIC BLEND



Gallic 5D → wide pH range



Ellagic P → broad spectrum



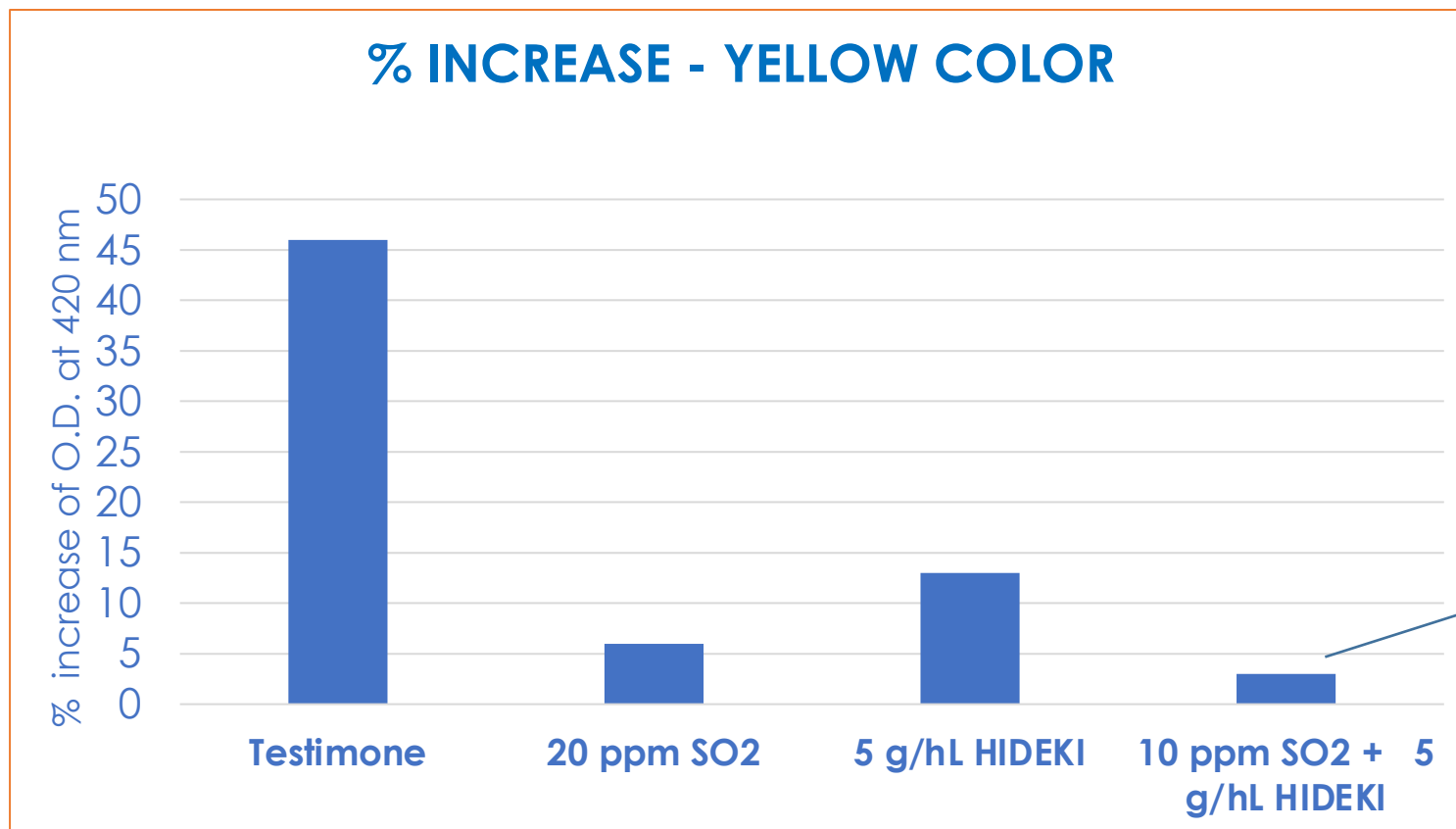
EGCG P → super activity

IMPORTANT:
Components are been selected, concentrated and purified for main activities



ANTIOXIDANT ACTION

Reduce SO₂ ... WITHOUT LOSING QUALITY



White wine with pH 3,5 exposed to the air for 10 days

REMEMBER:

- SO₂ works according to the pH, NOT Hideki!
- HIDEKI doesn't combine itself with molecules as acetaldehyde or sugar (like SO₂).

Better SO₂ management
10 ppm FSO₂ ≈ 2,5 g/hL
HIDEKI





HIDEKI: THE BEST ANTIOXIDANT TANNIN

REDUCE SO₂... WITHOUT LOSING QUALITY

WITHOUT

TANNINS
TANNINI

HIDEKI



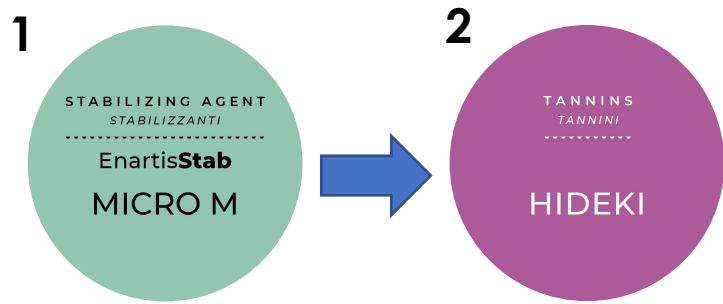
WITH

TANNINS
TANNINI

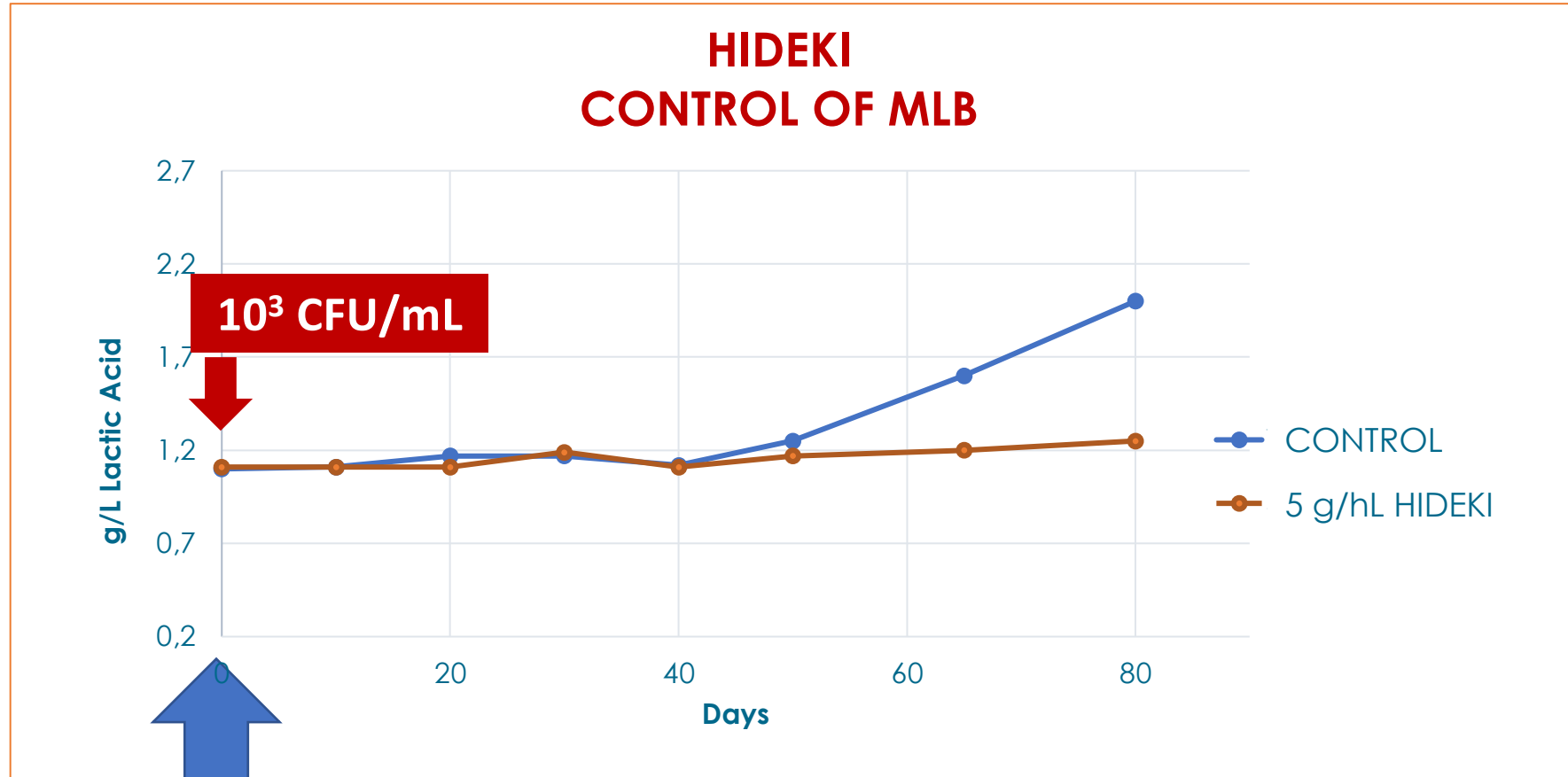
HIDEKI



SAFETY AFTER EnartisStab MICRO (M)... 100% SUCCESSFUL!



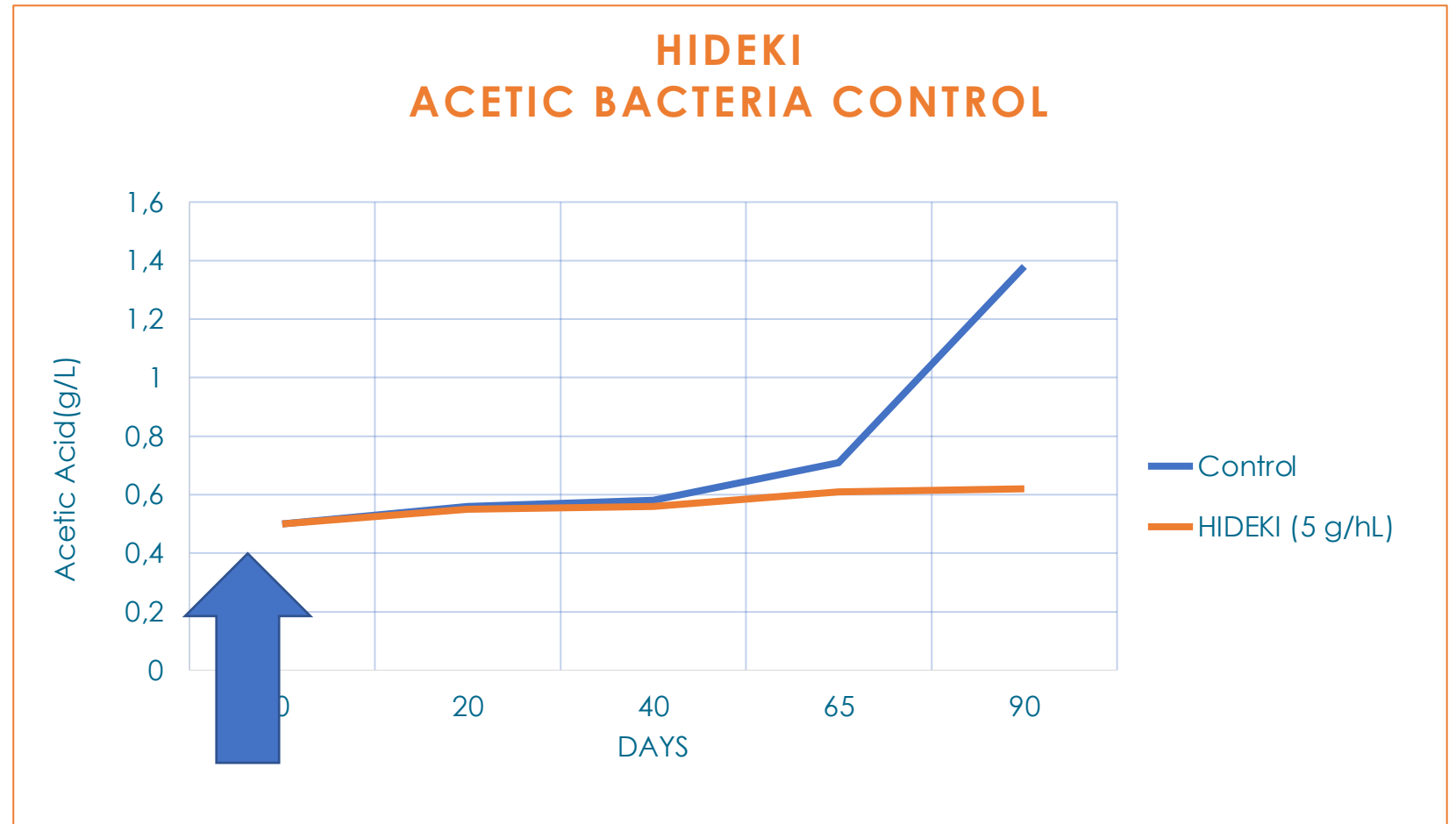
Red Wine
 pH 3,6
 Free SO₂ 4 ppm
 Molecular SO₂ 0,07 ppm



Racking after treatment with EnartisStab Micro M

REMEMBER:
Antibacterial ≠ Bacteriostatic

Red Wine
pH 3,6
Free SO₂ 4 ppm
Molecular SO₂ 0,07 ppm



10² CFU/mL Acetic Bacteria



Market positioning
and trade focus



HIDEKI

1.



The most antioxidant tannin in the market

The best natural antioxidant in the market, based on a purification and concentration of tannins

2.



Help to reduce SO₂

3.



Bacteriostatic activity

NO sensorial impact;
Dosage: 1 – 10 g/hL;



Light stress treatment

**Riboflavin test: 85 µg/L ;
Riboflavin after light exposition: 31,6 µg/L .**



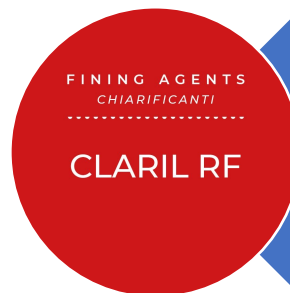
TEST:

- Not clean;
- light-struck off-flavors.

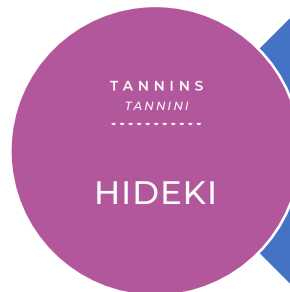
TEST + 3g/hL HIDEKI:

- Clean;
- Fresh, without off-flavours.

**HIDEKI DOES NOT SUBSTITUTE CLARIL RF,
BUT HELPS TO PROTECT SHELF-LIFE OF WINES**



Specific fining designed to remove RIBOFLAVIN

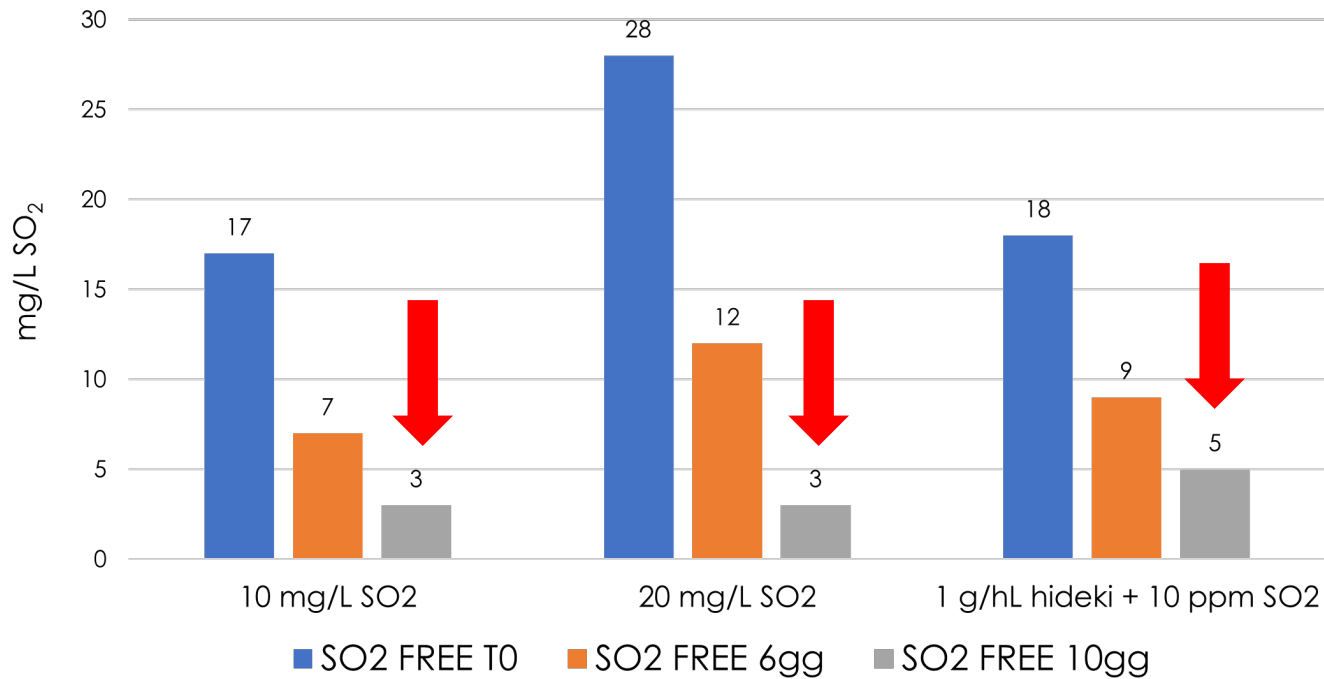


Strong antioxidant tannin, reacts with REDOX REACTIO involved in light-struck off-flavors



Free SO₂ evolution with HIDEKI

SO₂ FREE in 10 DAYS



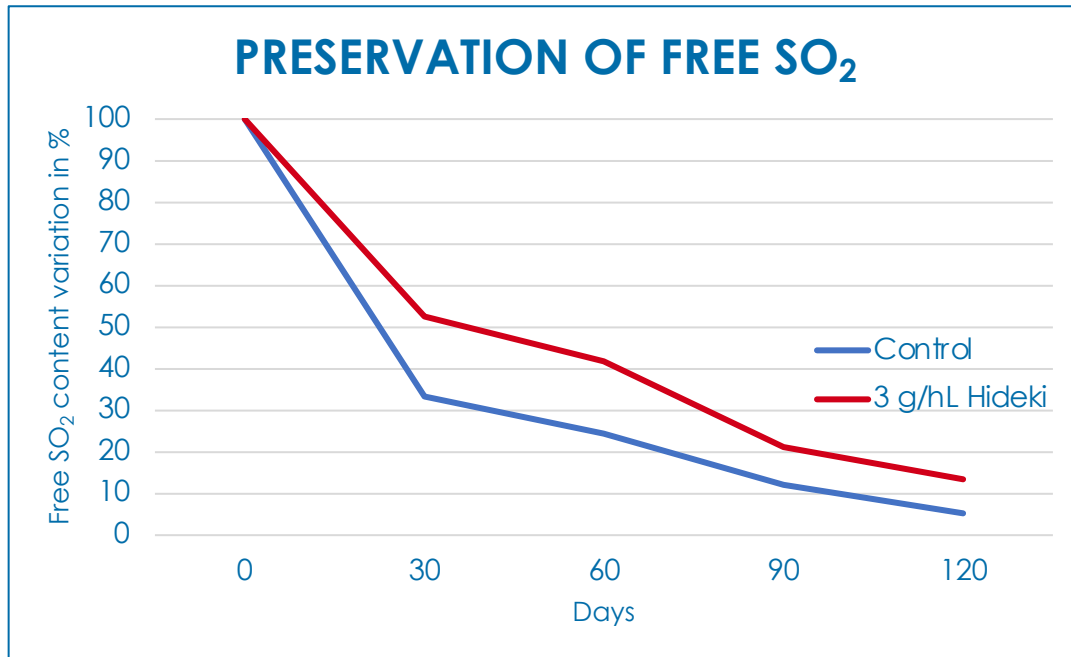
**TANNINS
TANNINI
HIDEKI** Free SO₂ protect and highest value than test

**TANNINS
TANNINI
HIDEKI** Protection against oxidation

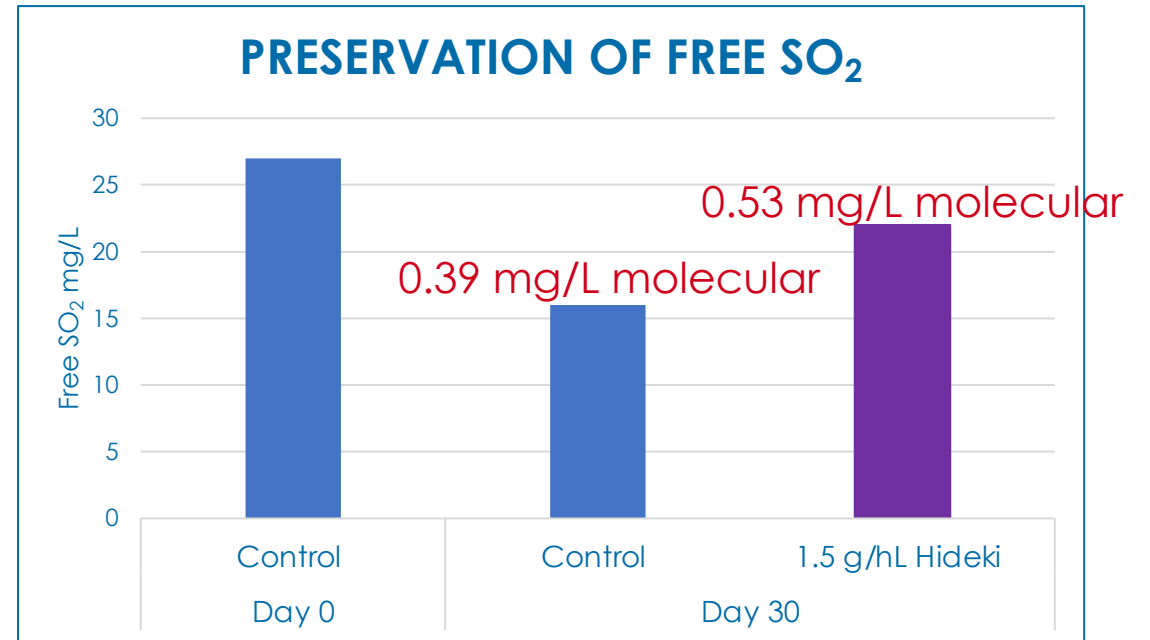
**TANNINS
TANNINI
HIDEKI** Shelf-life and quality



Free SO₂ evolution with HIDEKI – Industrial app in bottle 0,75 L

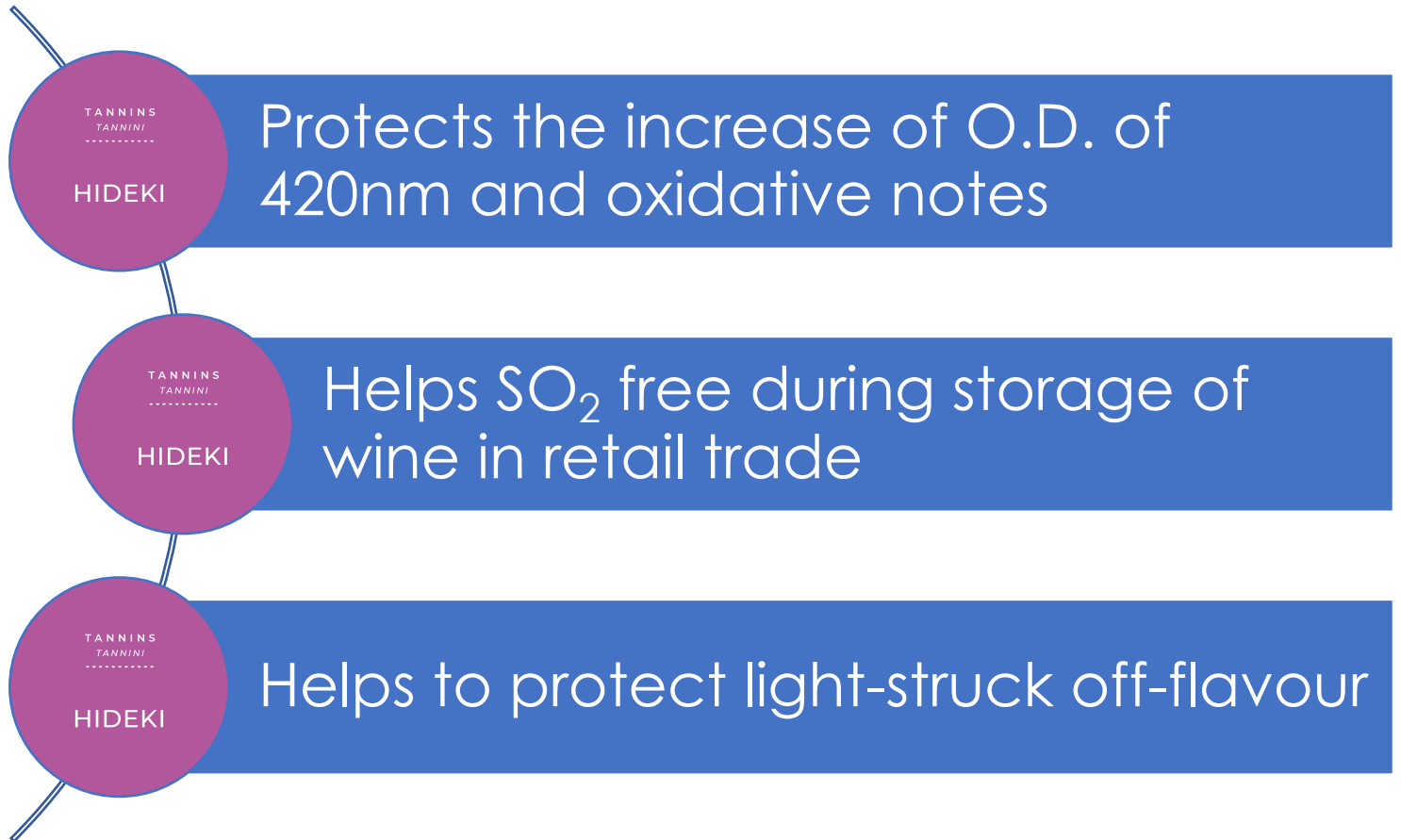


White wine bottled without pre-evacuation



Brunello di Montalcino – industrial application

The best natural antioxidant in the market

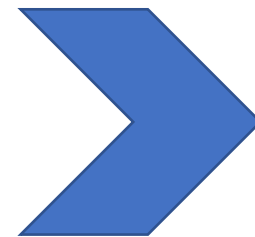




HIDEKI does not substitute TAN SLI

HIDEKI and TAN SLI positioning

	<small>TANNINS TANNINI</small> ----- HIDEKI	<small>TANNINS TANNINI</small> ----- EnartisTan SLI
MICROBIOSTATIC	★ ★ ★	★
ANTIOXIDANT	★ ★ ★	★ ★
ANTIRADICALS	★ ★	★ ★ ★
PROTEIN REACTIVITY	★ ★ ★	★
SH OFF-FLAVORS	★	★ ★ ★
RED-OX BUFFER	★	★ ★ ★
SENSORY	★	★ ★



1. **HIDEKI** before bottling
2. **TAN SLI** during racking

In pre-bottling...

1. **HIDEKI** to prevent oxidation
2. **TAN SLI** to balance redox



Applications and
sales arguments



Antioxidant activity - LOW SO₂

Storage and bottling wines with low SO₂



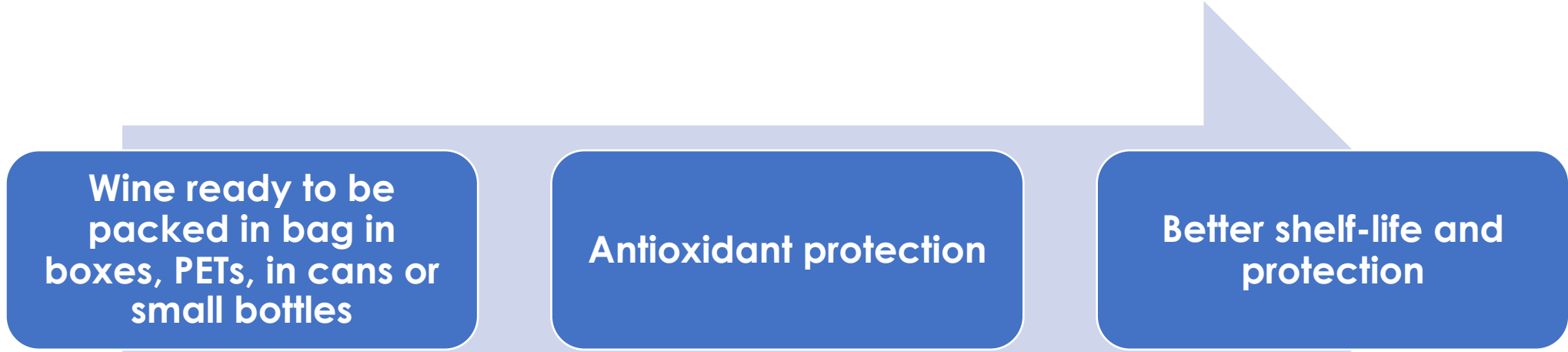
Dosage: 1 – 3 g/hL





Antioxidant activity – LOW SO₂

Managed alternative packed wines from standard bottle (0.75L)



Dosage: 1 – 3 g/hL





Antioxidant activity – Bacteriostatic protection

Bulk wine market



Dosage: 5 – 10 g/hL



Bacteriostatic protection

Not full tanks



Dosage: 5 – 10 g/hL





Bacteriostatic protection after STAB MICRO M (sparkling wine)



Dosage: 5 – 10 g/hL



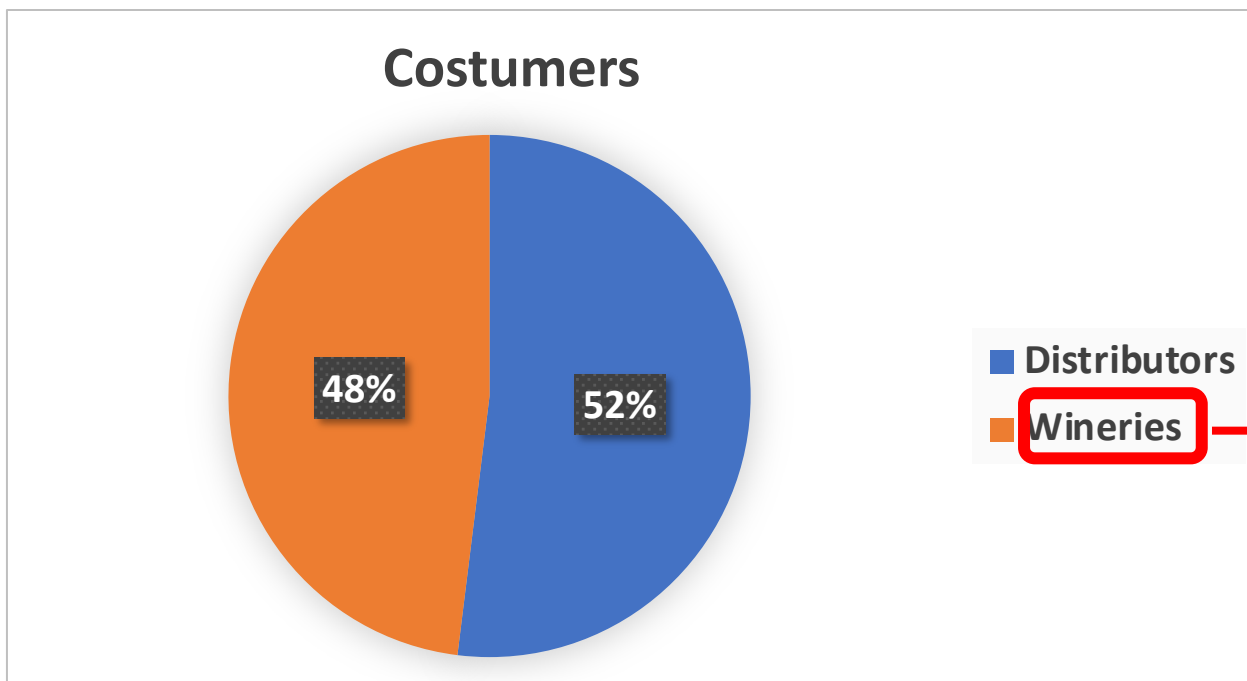


Italian market results



Distribution and market

YTD Dec. '21	Stat. Quantity (kg)	Gross Sales (€)	AVG (€/KG)
HIDEKI MARKET	1222	173000	141,5



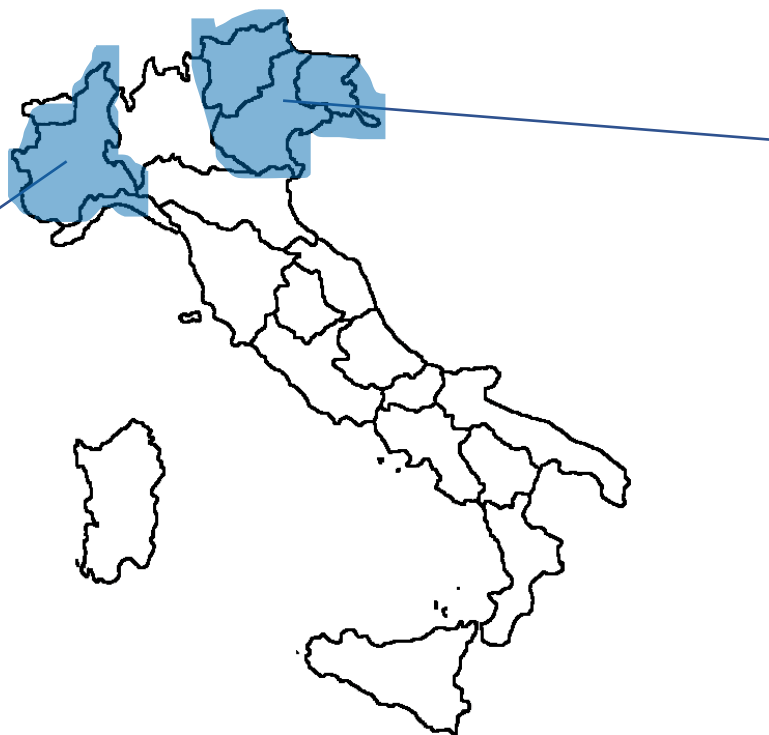
**AVG ENARTIS WINERIES:
190 €/KG
In some regions over
than 200 €/kg !**



How many costumers?

- 240 Enartis Italia costumers;
- 14 distributors;
-Probably more than 350 wineries use HIDEKI.

YTD Dec. '21	Stat. Quantity (kg)	Gross Sales (€)
HIDEKI MARKET	1222	173000



Piemonte region:

- Application in white wine (Moscato...) and red wines premium (Barolo, Barbera, Barbaresco)...360 kg totals

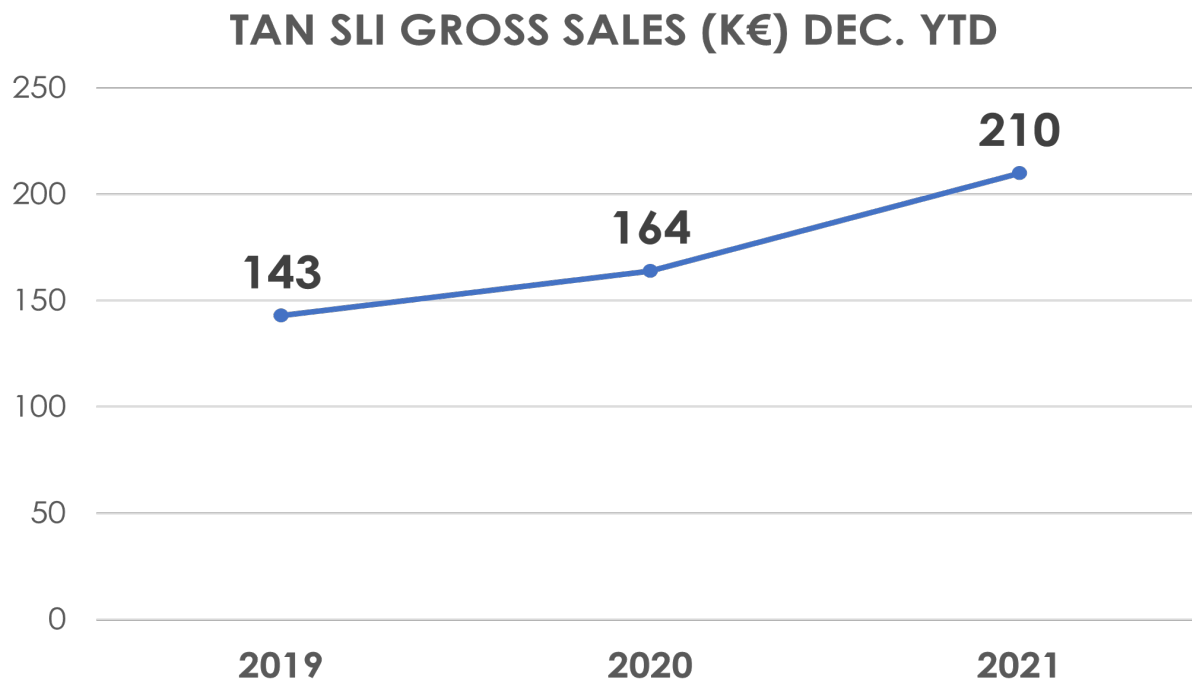
Veneto – TAA – Friuli regions:

- Strong distribution (600KG)
- First regions for white wine bottling (high risk of oxidation)



HIDEKI does not substitute Tan SLI

TAN SLI distribution



- HIDEKI doesn't substitute the commercial distribution of TAN SLI;
- First regions where we are selling TAN SLI are the same for HIDEKI (Veneto, TAA, Friuli and Piemonte...);

In general...

- Hideki for perfect wines where goal is to prevent oxidation;
- TAN SLI for the racking or wines where focus is to balance Redox.

	2019	2020	2021
TAN SLI STAT. QUANTITY (KG) DEC. YTD	677	777	980



BLEND OF SELECTED AND PURIFIED TANNINS

TANNINS
TANNINI

HIDEKI

The MOST ANTIOXIDANT tannin

TANNINS
TANNINI

HIDEKI

Help to reduce SO₂

TANNINS
TANNINI

HIDEKI

Bacteriostatic activity



Thank you!

enartis