



Inspiring innovation.

Enocrystal Ca

A succes story in Chile

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YEAR 2019

- ☛ We received a phone call from a client indicating that Cellogum L was not working → Cystals precipitation in bottle!
 - ☛ Chaos!!
 - ☛ Quality calls!!!
 - ☛ Batch analysis!!
 - ☛
- ☛ After calming down, thinking, analyzing, calling Pablo Izquierdo, praying and breaking our brains... We decided to do a Calcium analysis.
- ☛ What we know about calcium??



- Theoretical risky calcium content: > 80ppm in white wines
- Higher presence and possibility of calcium precipitation in white wines than red wines
- The sediment is similar to potassium bitartrate → can be confused
- There was a product that could prevent CaT precipitation, but it was not very safe → Racemic tartaric acid
- Some clients performed cold treatments in order to prevent its precipitation

- After seeing our clients concern, we decided to take this opportunity as a challenge of a new business.
- Stability
 - Color
 - Potassium bitartrate
 - Microbiological
 - Protein
 - CALCIUM
- Enocrystal Ca treatment** is not a pre-required for Zenith or CMC application. **It is a way to control the problem of calcium instability.**

- ☾ Stability two different approaches:
 - ☾ Preventive
 - ☾ Curative

- ☾ Preventive
 - ☾ Calcium instability prediction test
 - ☾ Determine the risk of precipitation
 - ☾ Low – Medium – High

- ☾ Curative
 - ☾ Enocrystal Ca treatment – Single dose 50 g/hL

	2020	2021	2022
Number of clients	3	7	15
Sold quantity (Kg)	1.460	5.390	6.130
Average sales price	€ 48	€ 49	€ 50
Turnover	€ 70.080	€ 264.110	€ 306.500
€ Margin	€ 41.528	€ 161.024	€ 185.739
% Margin	59,3%	61,0%	60,6%



THANK YOU

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