

# Aromas flavor pleasure...

WHY NOT WORK ON THEM TOGETHER?



THE OBVIOUS CHOICE FOR BEVERAGE FERMENTATION




**Fermentis**

LESAFFRE FOR BEVERAGES



Here is our new logo. Lively and warm, it symbolizes the vision we have for our business. A pragmatic vision which continuously drives us to be inventive and offer new solutions. An emotional vision too, where pleasure and mutual trust are essential in our everyday work. This open and positive identity expresses our values and our permanent quest for innovation. It also echoes the diversity and energy of our customers. All over the world they trust us to help them produce beer, wine, spirits and any other beverage made by fermentation.

# OUR MISSION

 *At Fermentis, we are all working towards the same, single ideal:*

“

Become the obvious choice for brewers, winemakers and all producers of fermented beverages, helping them express their inventiveness and creativity.

”

Fermentation is a delicate and complex process expressing itself, through enhanced sensory expression and, equally importantly, yield. The process has been mastered by the Lesaffre Group for over 160 years. Today, the Group's yeasts and yeast derivatives are created and sold by our Fermentis division for fermented beverage industries. They are distributed all over the world as inventive and sustainable technical solutions of which the mission is to assist our customers in making of their own productions and creation a success.

# OUR PROMISE



*To succeed in their own developments and productions, our customers need efficient products and solutions which enable them to innovate, and they need our experts. These three requirements represent our three key priorities.*

## EFFICIENT PRODUCTS

### — And stable over time

Our products are reliable, and that's the first quality we are recognized for on the market. 160 years ago, our Group began specializing in yeast and exploring all its applications. Our strains are of the highest quality. Everything that Fermentis produces from this natural, delicate and living raw material meets the same quality standards. But the excellence does not stop there. It is also defined by stability over time. Tomorrow and the day after tomorrow, our products will keep their promises. This is our first commitment.

## EXPERT ADVICE

### — At any moment

Our sales representatives are experts, first and foremost; and they know what they are talking about. They are oenologists, brewers, agronomic engineers, biochemists... They know the properties of our products as well as the expectations of our customers and partners. Of course, they are there to advise about our products and make sure customers get the best from them. But they can also help with advice on difficult fermentations, manage tailor-made projects, work on expressing aromas, run trials with customers or in our own laboratories. Alongside their extensive expertise, their customer focus represents our second commitment.




## INNOVATIONS

### — Technical and practical

At Fermentis, R&D is pragmatic. This is our third commitment. All our investments are spent finding tangible solutions for the requirements we have identified with our customers. They are designed to achieve excellence in terms of quality, to constantly provide technical solutions that meet market requirements and understand the function and expression of our technical solutions in very different worlds. Winemakers need to save time and facilitate the fermentation process. So we created ViniLiquid. Consumers are returning to abbey-style beers. We created yeast SafAle BE-256 for brewers. Since 2014, we have considerably increased our R&D investments, particularly for enhancing pleasures of the senses. In this field as in many others, Fermentis does benefit of the strength of the Lesaffre Group and its 180 researchers.

# OUR PRODUCTS & SERVICES

 Fermentis has two product ranges: active dry yeasts and yeast derivatives; both offering flexibility in their application, based on technical characteristics and also functional and sensory characteristics.



“ Innovation, quality, service, dependability and sustainability are key drivers for Fermentis evolution „

STÉPHANE MEULEMANS, GENERAL MANAGER

## 1 Yeasts & other ferments

It is our core business and the area where our experience is unequalled. Today, our portfolio of strains meets the most stringent international quality standards. They exhibit a wide diversity of technical characteristics:

- fermentation kinetics;
- attenuation rate;
- alcohol resistance;
- flocculation and sedimentation properties;
- the most diverse organoleptic profiles.

Our yeasts are mostly produced in Belgium but some are manufactured on other sites of the Group, meaning we can meet technical and geographical constraints.

## 3 Services

Our range of services stretches from technical advice upstream of fermentation to production of specific solutions and solving customer difficulties. Our support can be provided over time or occasionally and is based on 5 main fields of expertise:

- diagnostics;
- emergency assistance (protocols to correct a stuck fermentation);
- training (explaining the art of fermentation to your teams);
- toll manufacturing (“tailoring” your original creations);
- understanding how our products express themselves (or how to recommend the best technical solution for the required sensory characteristics).

## 2 Yeast derivatives

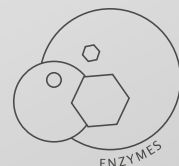
Our range includes two product families: fermentation activators and functional products. As their name indicates, the first improve and accelerate fermentations whilst the second help act on:

- clarification;
- colloidal stability;
- organoleptic stability;
- haze;
- shine & color;
- foam;
- and also aroma characteristics.

Yeast derivatives are highly technical products which often require years of research. In the production process, they demand extensive industrial expertise. They now represent an important part of Fermentis’ sales.

### — Identification

You can see these four logos on our packaging and in some of our communications. They represent the four product families that we offer: active dry yeasts, fermentation aids, functional products and enzymes.






## Prevent oxidation

This is almost a prerequisite, a basic contract signed with our customers. Our yeasts are rich in anti-oxidants. They protect fermented beverages from oxidation and off-flavors.

## Make life easier

More and more professionals contact us to simplify the fermentation process. This is why we adapted our manufacturing procedures to obtain more suitable product forms for direct use, with no preparation (hydration, etc.); products which are no less efficient and without altering the final quality of the product. This is what we qualify as "easy-2-use".

# YOUR NEEDS

 *Our customers are as different as their beverages are diverse. They are brewers, wine, spirit, cider and even tequila manufacturers. They are œnologists, prescriptors, distributors and even sometimes researchers. They work and live all over the world, are great industrials or young artist-designers. As they all have different needs, they all choose us for different reasons. And that's why we have worked so hard and moved forward, with the same passion. Fermentis, the obvious choice for beverage fermentation? Our customers prove it.*

## High or low alcohol content?

Some people go for lower alcohol content and others move in the opposite direction. It's all about trends and meeting customer wishes. And it's also about wort precursors. Our experts can advise.

## Explore new sensory experiences

This is a more recent request, but an increasing one - from every producer. Originality, elegant aromas, powerful flavors... We work right at the top of the manufacturing process with our customers because yeast imprints its flavor on the end-product.

## A more natural product

Alternatives to synthetic products (additives, technological auxiliaries, etc.), sustainability, biodynamic production, non-allergens... The demand for "natural" products or products with less impact on the environment and health are increasing. We are lucky to work with a natural raw material and we are continuing to invest so we can provide more globally for this growing demand for naturalness.

## Improve perception

How can we be innovative in terms of taste and flavor? Innovation means a subtle combination of wort precursors aligned with customer desires. There are also many expectations in terms of clarification. Our latest innovation in this field? Spring'Finer.

## Help with difficulties

Making fermentation safe, implementing corrective protocols, giving advice to help turn things around... When fermentation is difficult, our teams can provide emergency assistance.

## Work as partners

Some of our customers entrust us with exclusive and limited productions, original products which capture new consumers while improving their technique and brand image. This strategy means they can remain focused on their core products and business.

# OUR KEY PROJECTS



*Stéphane Meulemans took over the reins of Fermentis in January. An energetic man of 47, he is accelerating our conquest of markets all over the world. His strategy? Investment in people, research, marketing, communication and industrial equipment. Investment to consolidate and innovate with a focus on five key projects behind which he has federated his team.*



“ To conclude, we want to be recognized as the obvious choice for beverage fermentation! ”

STÉPHANE MEULEMANS, GENERAL MANAGER

## Support

### THE CREATIVITY OF OUR CUSTOMERS

This is our priority. For a long time yeast was considered a commodity. It facilitated fermentation, safeguarded yields and that was about it. Today, alcohol producers understand that yeast is also a tool for giving character to their products. It affects the final quality, flavor, aromas and perception of the product as a whole. This is changing our customer relationships, which are becoming increasingly like partnerships. It also means we need to be more informative, more present in the field and invest more in R&D. It is a fantastic reward for all our hard work over the years and a great motivator for our teams. It is also very pleasant and stimulating to help improve the qualities of a beer, wine or spirit... I understand the fun the teams have working on these challenges and I enjoy it with them! ”

## Find

### NEW TECHNICAL SOLUTIONS

Fermentis has always dealt in its industrial relationships with the highest professional standards: highest quality, safety and health. These are fundamental in our business. Our expertise and specialized knowledge in material means that today we can take necessary quantities, take or even test under “real” conditions proposed by our R&D teams stopping there! Furthermore, over the years Fermentis has launched innovations on the market: a clarification derivative, a fermentation clarification product (Spir solution for refermenting beer) (SafAle F2). These advances make a difference, so we are continuing our research and investment with the help of our parent company and its research division and our partners. ”

## Make life easier

### FOR OUR CUSTOMERS

This challenge is at the crossroads of the first two. Our customers have a lot to do. We need to free them from the less creative tasks and reduce their down-time. They need to concentrate on their creativity, their core business, their customer relations... This conviction, this desire led us to create a specific range of products, part of the easy-2-use concept. ”

## Support

### ENTREPRENEURS

There are some great things happening in the world of fermented beverages. We are seeing young

designers, small distilleries, craft breweries, new wine estates... There are risks, there is daring and some wonderful surprises. And as with any kind of creative endeavor, there are also disappointments. This is a virtuous model, even for the market's biggest players who are pushed to be even more inventive. This is why we want to support the efforts of those who give it a try, maybe because we share this taste for innovation and initiative. ”


## A trusting

### RELATIONSHIP

In our business, time, experience and expertise build products, brands and brand loyalty. Honesty, generosity, loyalty and trust are key values. Confidence between us, confidence in our product, the confidence of our customers... How can we operate without confidence and trust when our everyday involves meetings, discussions and shared pleasures? ”



# SOME OF OUR EXPERTS

 They are œnologists, beer experts, chemists and agronomics engineers, logisticians and marketing enthusiasts, researchers and trend-setters. Their compatibility and complementarity is our strength. Their sense of service is a strength too.

## Nathan Wisniewski ENGINEER



**Position:** Regional Sales Manager, Western Europe, 28 years old  
**Field of expertise:** technical sales  
**Missions:** promote our products to distributors, brewers, œnologists, industrial buyers, etc. and provide technical support. Decode and understand what is happening with consumers, technology and legislation.  
**Quality no. 1:** responsiveness

### HIS MARKET ANALYSIS:

"Before, many of our customers relied on knowledge gained through experience. Today, they are increasingly educated and professional. We deal with crop managers, cellar managers... Their technical demands are much higher. Which is all the better as that is our strong point."

## Yves Gosselin RESEARCHER



**Position:** Global Technical Manager, 58 years old  
**Field of expertise:** research  
**Missions:** develop new products and concepts, improve existing products, safeguard quality in the industrialization phase, inform our customers and sales teams about the technical and scientific aspects.  
**Quality no. 1:** infallible knowledge

### HIS MARKET ANALYSIS:

"Yeast interacts in a particular way. Depending on the production parameters - maturation, quantity of CO<sub>2</sub>, fat or sugar content - it will produce a different effect: the fragrance of a flower, pepper, fruit. Our customers need to create new flavors. Our role is to help them."

## Étienne Dorignac ŒNOLOGIST



**Position:** Technical Manager, Œnologist, 34 years old  
**Field of expertise:** fruit fermentation  
**Missions:** help the R&D department develop products which give character and enrich our range, ensure our solutions meet regulatory and technical requirements, support our customers and sales teams.  
**Quality no. 1:** clarity

### HIS MARKET ANALYSIS:

"In vineyards and cellars, more and more producers want organic products. Wines without preservatives and without sulfites. There is pressure in terms of health and safety, and a quest for naturalness. Consequently, there is a growing demand for technical prowess: to clarify, manage bitterness, add character. For us, the two are compatible."

## Kevin G. Lane THE BUSINESS PARTNER



**Position:** Technical Sales Manager, America & Canada, 29 years old  
**Field of expertise:** technical sales  
**Missions:** find how to help people manage their yields and costs and support those who are looking to set themselves apart through inventiveness and creativity.  
**Quality no. 1:** pragmatism

### HIS MARKET ANALYSIS:

"The basic needs for each segment are very similar: coherent and reliable products to achieve predictable results. However, these desires are unique: brewers and distillers have very different expectations of sensory and technical characteristics."

## Delphine Beaugrand THE LOGISTICIAN



**Position:** Supply Chain Coordinator, 42 years old  
**Field of expertise:** supply chain  
**Missions:** safeguard the link between our production sites and our sales offices, making sure that our products are distributed with the right quality, in the right quantity, at the right time all over the world.  
**Quality no. 1:** precision

### HER MARKET ANALYSIS:

"In a few years we have gone from a small craft store logistics operation (excellent products distributed in small quantities) to online retail logistics where you must deliver small or very large orders very quickly and often very far away. We have embraced this new direction without abandoning a single product Quality test."

## Napoleon Bonyouchoa THE EVERYWHERE GUY



**Position:** Regional Sales Manager, Mexico, Central America & Caribbean, 34 years old  
**Field of expertise:** technical sales  
**Missions:** meeting producers, helping them with the production phase, providing long-term support. Whether they are in deepest, darkest Honduras or on a little island in the Caribbean.  
**Quality no. 1:** flexibility

### HIS MARKET ANALYSIS:

"In the parts of the world where I work, there is really no segmentation between rum, beer, tequila or wine producers. We work with everyone and most often directly because there are few distributors. You need to know everyone's practices, products and codes. But culture and expertise are not enough. Here, feeling is a reflection of our market... it's *central*."



## Would you like to know more about our products and services? Do you already have a question?

Feel free to call us on +33 (0)3 20 81 62 75 or send us an email to [fermentis@lesaffre.fr](mailto:fermentis@lesaffre.fr)  
You can find all our office and production contact details on our website.

"To help you discover our products, specifications and protocols, we continuously develop specific brochures and data sheets. Practical advice is also regularly posted on our website. And our teams are pleased to meet you more frequently on shows and major business events, because nothing can replace our direct exchanges."

**Jeanne Gallerand**, Marketing & Communication Manager

  [www.fermentis.com](http://www.fermentis.com)





# An expert in the art of fermentation

Fermentis works with everyone in the world of beer, wine, spirits and other fermented beverages. Its range of products and services covers almost all professional requirements: from safeguarding production to expressing sensory characteristics. Business Unit of the Lesaffre Group, global key player in fermentation and yeast, Fermentis builds solutions and results upon its talented experts, visionary R&D program, industrial expertise which meets the highest international quality standards and a strong and coherent marketing and communication strategy. Its mission? Become the obvious choice for brewers, winemakers and all producers of fermented beverages, helping them express their inventiveness and creativity.



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