



Vin Vérité Inc.

Contacts

John Wilson | 905 688 5550 x4808 | jwilson10@brocku.ca

Brad McLean | 905 688 5550 x4572 | bmclean3@brocku.ca

Business Summary

In partnership with local wineries, we are developing new routes to remove unwanted components from wine. Specifically we are producing the first oenological tool for winemakers to reduce the levels of compounds called methoxy-pyrazines (MPs) in wine and grape products. These compounds can impart undesirable “green” or “vegetal” flavours to wines, especially those wines produced in cool climates.

Customer Problem

Methoxy-pyrazines (MPs) comprise an important class of compounds that produce herbaceous or vegetal aromas and flavors in wine and other grape products. MPs are typical of fruit in cool climates, such as the Niagara region. These compounds have high aroma-potency, and can be detected in extremely small amounts. They are present in elevated concentrations due to either under-ripe fruit or the inadvertent incorporation of the Multicoloured Asian Lady Beetle (MALB) pest in with harvest and fermentation. MPs can be dominant, unpleasant and detrimental to wine quality. Currently, there is no commercial method available for removal of MPs.

Solution

We are developing the first oenological remediation tool for winemakers to decrease MPs. The solution comprises a process that uses two proteins, produced in the laboratory, that have the capability to bind selectively and remove to MPs from wine. The use of the process will be incorporated seamlessly into the fining process of winemaking and is currently in development.

Revenue Model

We plan to manufacture MP removal filtration units and sell to the wine industry.

Target Market

The target market is wineries and grape producers, particularly those in cool climates.

Competitive Advantage

There are no other commercial MP reduction processes available. We have filed for patent protection for this technology in the US, Canada and Europe.

Milestones for the next year

- Develop the laboratory-scale process for MP removal from wine and grape products
- Establish a partnership with a winemaker for the development of larger-scale removal of MPs in the winemaking process.
- Produce a prototype device for winery-scale MP removal