

SUPERFOOD® ANNOUNCEMENT

FROM LISA VAN DE WATER



**SUPERFOOD® HAS A NEW DISTRIBUTOR:
Beverage Supply Group**

**It is still MY OWN proprietary formula,
the same high quality which you have depended on for 23 years.**

Way back in the mid-1980's, a trend toward stuck fermentations developed over several years. From my experience with problem fermentations in the 70's, I guessed (correctly) that must nutrient deficiency was an important part of that trend. I also knew that yeasts needed more supplements than just DAP.

In numerous trials during the 1985 harvest, I evaluated many primary grown yeast hulls and yeast extracts to form the backbone of the nutrient I was crafting. I added vitamins and a very complex mineral blend designed just for fermenting yeasts. Including less than 1/3 DAP left room for more complex ingredients, and wineries could always add more DAP if needed. The DAP was milled very finely so it would not separate or float, as it does in some other products.

Thus, Superfood® yeast nutrient was born in 1986.

It was an instant success! Winemakers often say that Superfood® solves all their fermentation problems. A considerable amount is used in the USA each year (more than 200,000 lb), by numerous wineries of all sizes. Exports started in 1992 and continue to grow. **Meanwhile, other yeast nutrients began springing up, and they continue to do so.**

BUT THERE HAS NEVER BEEN ANYTHING LIKE SUPERFOOD.

From the beginning it was, and still is, unique.

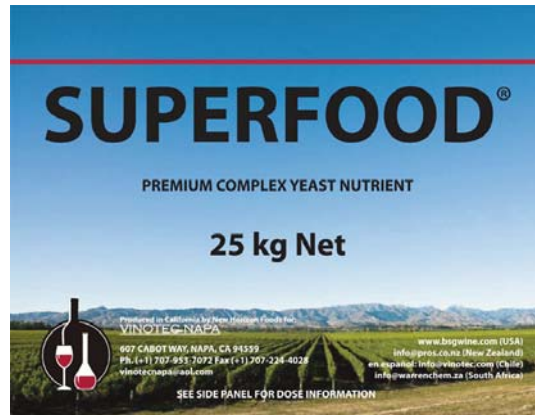
(although now we also have Superferm™, for high-risk ferments)

Of course everyone says that their nutrient is wonderful and special, but in this case it is actually true. Ask me about the technical aspects of nutrient ingredients and what they do, and why Superfood® is different.

Because of the tremendously increasing demand for Superfood®, in the late 1980's I licensed my proprietary formula to Red Star of Milwaukee (now part of Lesaffre Yeast Corporation of France) for production and distribution. They have done an excellent job of producing Superfood® for many years.

In 2008, however, distribution issues arose, and decisions were made that I could not agree with. **With great regret, and despite entreaties by Lesaffre and ATP to maintain the current manufacture and distribution system for Superfood®, I unilaterally terminated my agreement with Lesaffre effective July 25, 2009.** This was my decision alone, and was solely related to distribution; it had nothing whatsoever to do with the good quality of the product made by Lesaffre.

Going forward, Superfood® is now made by New Horizon Foods, of Union City, CA. You can be entirely confident in this change, as New Horizon has produced Superfood® for me for export for more than 10 years, and also produces the entire range of my other fermentation nutrients. **New product labels featuring vineyards celebrate the expansion of our collaboration.**



I have assigned a new Superfood® distributor: BEVERAGE SUPPLY GROUP (www.bsgwine.com). Beverage Supply Group already distributes all my other nutrients, so now they are all together:

SUPERFOOD®: The original and hugely popular complex yeast nutrient

SUPERFERM™: New! For high-risk or high-Brix grapes

VINFERM™: Complex nutrient for less difficult fermentations

STARTUP™: No DAP; add to yeast rehydration water, or to must when DAP is added separately if needed.

STARTUP-ORG™: Fully autolysed yeast, legal for organic wine

VITAMIX®: Pure yeast vitamin mixture

SUPERVIT®: Vitamins and minerals in a nutritive base; add with complex nutrients such as Superfood

LEUCOFOOD™: Nutrient for ML bacteria

LEUCOVIT™: Vitamins for ML bacteria

Lesaffre and ATP can continue to sell existing inventory of Superfood®. They also offer nutrients that Lesaffre developed before they became involved with Superfood®. **While these may be good nutrients, they are not like Superfood®.**

I invite you to talk with me or with Beverage Supply Group's new representative, experienced winemaker Doug Manning (cell 707 256 9891, email dmanning@rahr.com, www.bsgwine.com), about nutrient composition and your needs. Whether or not one of my nutrients is the best fit for your situation, I will be glad to discuss technical aspects of nutrient supplementation. I feel very strongly that it is important to know what is in different nutrients, and how you can select nutrients to achieve your fermentation goals.

I wish you a very successful harvest season!

Best regards,

Lisa Van de Water

Vinotec Napa

Direct cell: 707 953 7072

Direct email: vinotecnapa@aol.com