

# Harvest 2009



2009 has been an economically challenging year for many of you and at ATP, our mission is simple: TO HELP YOU CUT COSTS! Most of you are very vigilant about questioning the pricing on your cellar supplies, but when it comes to enzymes, yeast nutrients, and yeast, most wine makers are hesitant to change. As a result, knowing that they have a captive audience, most suppliers of these products count on this resistance and continue to raise prices year after year. Why not make this the year that you sit down and do a true analysis of what you are using and why, and more importantly, open yourself to the idea of trialing a cost effective alternative?

## Enzymes

Navigating the world of enzyme products is not easy. With product prices ranging from just a few dollars per Kg all the way up to several hundred dollars per Kg, how does one know if the product being purchased is offering a fair value? Price differences can normally be explained by concentration differences. More important than looking at the price of the product, in order to properly compare competitive products, one must look at the cost to treat a ton of grapes. At ATP, we are launching a new line of Enzymes which on a cost to treat a ton of grapes basis, is one of the most competitive lines on the market. From pure pectinases to color and aromatic extractions, to low cinn producers, we are confident that if you are to calculate out the cost to treat a ton of grapes, you will amaze yourself at how much savings we can offer. Please contact your local representative to learn more about our offerings.

## Yeast Nutrients

What is in your Yeast Food? Probably a question that most wine makers can not answer. Nutrient manufacturers are very secretive about their formulations because in order to stay price competitive, they often substitute expensive

nutrients with Diammonium Phosphate. The typical yeast nutrient contains between 25 - 50% diammonium phosphate. At an average price of between \$4 - \$5/lb can you say that these nutrients offer a fair value, especially in consideration that DAP sells for well under \$1.00/lb? ATP believes in clarity and full transparency when it comes to yeast nutrients and if you are to explore the specifications of many of our products, not only will you know exactly what you are paying for, but you will be assured that you are getting your money's worth.

## Yeast

Does a \$30/Kg yeast work better than a \$20/Kg yeast? How about a \$10/kg yeast? Don't be fooled by fancy marketing and flashy packaging. There are numerous yeasts available on the market that share the same genetic make up, yet are priced completely differently. We can appreciate feeling comfortable with a yeast that has worked for you over the years, but why not try a competitive offset in a small trial? The results may pleasantly surprise you, and the price will be well worth your while!

Is it not time to take a hard look at some alternatives? As you review your list of requirements, our technical sales representatives are available to answer questions you may have.

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