

OPTI *Wine*®

WINE AT ITS BEST

www.optiwine.fr

How can a wine's true essence be captured?

How and when should a bottle be opened to guarantee tasting it at the right temperature?

What is the best way to reveal the treasure lying dormant in every bottle?

All these questions serve to highlight what a delicate and crucial operation opening a bottle of wine really is. The result is variable, and can often be disappointing. And yet what a shame it is to let those marvellous moments full of finesse and elegance that wine can offer elude us ...

Michael Paetzold, an oenologist, winemaker and expert in oeno-techniques with 25 years' experience, and Olivier Caste, an ardent wine enthusiast and collector, came together in their quest for a response to these interrogations.

After three years of research, Michael succeeded in quantifying the precise amount of oxygen required to liberate the aromas captive in a bottle of wine and optimize its potential:

OPTI *Wine*[®] was born!

Our original and patented method allows you to fully enjoy all these instants of pure wine pleasure and sharing. Optiwine® is a precision instrument that has been designed to create a lingering, intense and optimal tasting experience

All wine lovers have at one time or another posed themselves the key question:

" How can I savour all the qualities inherent in my precious bottles of wine? "

Optiwine® is the answer...

Enjoy your wine tasting!

Opening a bottle of wine – a moment of pure magic

The precise moment when wine comes into contact with the air is the spark that ignites the magic.

It is this alchemy that allows the spectrum of aromas to be progressively unveiled and the texture of the wine's palate to develop. These sublime olfactory pleasures have been the source of great emotion for generations of wine lovers.

Each wine expresses its individual personality according to its terroir (grape variety, soil type, climate, human interaction) and different stages of life (maturing, laying down).

A race against time

In general, wine exposed to hyper oxygenation is subject to a paradoxical phenomenon: destructive oxidation.

With the exception of certain wines which have a reductive (reduced in oxygen) aromatic profile, a wine's texture and aromas are governed by molecules that are sensitive to oxygen. These molecules are modified by exposure to air and are destroyed by oxidation.

When opening a bottle of wine, this inexorable process is set in motion, with time being critical between the desired level of molecular awakening and destructive oxidation.

With Optiwine[®], aromatic arousal is intensified and the onset of destructive oxidation is delayed.

Nano-aération

Over a period of three years, we observed that during tasting a large number of gustatory molecules remained unexploited, we focused our research on nano-aeration. We discovered that a wine would reach its apogee (both aromatically and in texture) after being awakened by just a few micrograms of O_2 per litre (10-40 $\mu\text{g}/\text{l}$).

Above this level we noted the immediate onset of destructive free radical oxidation (100 $\mu\text{g}/\text{l}$) as wines in contact with ambient air rapidly assimilate up to 8000 $\mu\text{g d'O}_2/\text{l}$. The Optiwine® method of nano-aeration allows the controlled introduction of up to 100 times less oxygen.

More information on the website oxygeneetvin.com

A revolutionary concept

Scientific tests carried out when creating our optiwiner demonstrated that perfect aromatic balance was only achieved by the simultaneous action of each of its 16 sides, each one being essential for the harmonious redistribution of the optimum quantity of oxygen.

In its design we needed a material that was shock resistant, scratch proof, completely odourless, offering no molecular interaction, suitable for everyday use. A high quality resin, Surlyn[®], with the same transparency and delicacy as crystal but without its fragility, was our best choice. Cleaning it is simple - you just rinse with water after use.

This completely revolutionary appliance breathes life gently and respectfully into your wine for a longer and more intense tasting experience.

The Optiwiner options

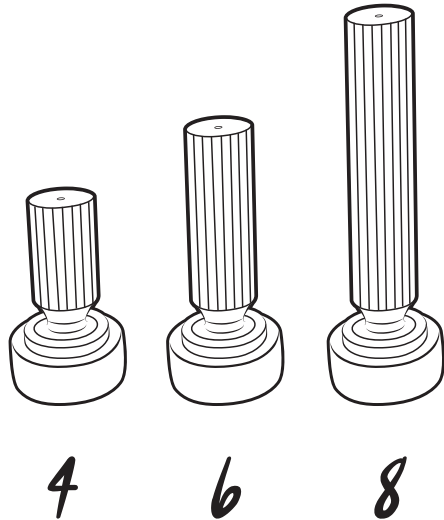
The pack has been designed for bottles with cork closures, from half bottles to magnums

A version also exists for larger formats such as double magnums, Jeroboams and Imperial size bottles.

4 : Red wine 0 to 4 years old

6 : Red wine 4 to 10 years old
White and rose wine 0 to 2 years old

8 : Red wine > 10 years old
White and rose wine > 2 years old



How to Use your Optiwiner

After extracting the cork, insert the selected optiwiner immediately into the neck of the bottle by pressing firmly.

Gently awaken the wine by slowly moving the bottle back and forth with a smooth rocking motion (see diagram on the pack or on Optiwine.fr):

- twice for a 37,5 cl bottle,
- 3 times for a 75 cl bottle,
- 5 times for a 150 cl bottle (magnum).

This essential operation ensures the requisite nano-aeration of the wine and will activate its aromatic development.

The longer you wait (at least 10 minutes before serving) the better the wine will be.

The advantages of OPTIWine®

Thanks to nano-aeration your precious bottles will offer you all their finesse and plenitude. The nose will reveal its full expressiveness, the palate is harmonized, the texture amplified.... your wine will reach the height of its beauty and magic.

This means that you can, in all confidence, open your wine between 10 minutes and up to several hours before tasting, simply by leaving the optiwiner on the bottle.

If you wish to decant your wine that has benefitted from the optiwiner, we recommend that you do so just before serving. Do not use an optiwiner with sparkling wines.

OPTI*Wine*[®] method has been repeatedly tested by oenologists and sommeliers on wines of all different types, with consistently satisfactory results.

Certain young wines which have been made with deliberate reductive characters traditionally take much longer to open (as much as 24 hours), and require a different approach.

To allow these wines to attain their optimum level of aromatic development, repeat the operation several times (every hour for example). Don't forget to replace the optiwiner on the bottle each time

Comparative tasting

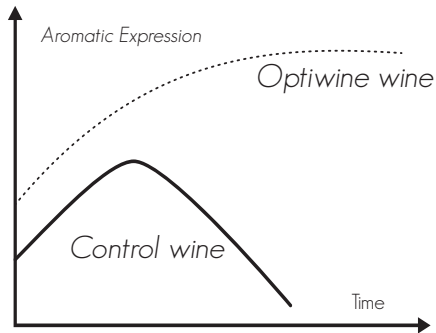
To fully appreciate the Optiwine® phenomenon we propose that you try the following experiment:

- 1 Uncork two identical bottles - same wine, same vintage.*
- 2 Place the optiwiner on one of the bottles only, taking care to follow the instructions.*
- 3 Leave the other bottle open or transfer the wine into a carafe.*
- 4 Wait for at least 10 minutes to allow the aromatic and textural molecules to develop.*
- 5 Pour the wines into identical glasses and wait for 10 more minutes.*

For each wine, note:

- Aromatic freshness
- Aromatic complexity
- Harmony of palate
- The elegance of the tannins, perception of acidity
- Note also when each wine starts to taste 'tired' and the emergence of oxidative notes

Comparison of a wine using an optiwiner and a control wine








Optiwine-tasting






After having observed and compared the two wines, it's time to allocate marks to each of them. In a group, it's amusing to try and identify all the nuances that are revealed in the Optiwine® wine. Freshness, aromatic complexity.... discover the benefits of Optiwine® for yourself. You can also download tasting sheets on optiwine.fr

Wine tested:	Taster #1	Taster #2	Taster #3
Vintage :			

Control wine

	Taster #1	Taster #2	Taster #3
 Complexity and Nose			
 Freshness : aromatic palette			
 Texture : smoothness volume, mouthfeel			
 Astringence : bitterness, sourness			
 Length			
Total			

Optiwine wine

	Taster #1	Taster #2	Taster #3
 Complexity and Nose			
 Freshness : aromatic palette			
 Texture : smoothness volume, mouthfeel			
 Astringence : bitterness, sourness			
 Length			
Total			

“Temperature, decanting, aeration... there are many elements and manipulations to take into account. Opening a bottle of wine isn't just about taking out the cork! It is much more complex than that and we often miss out on the true potential of our bottles. We wanted to create an aesthetic, refined, high precision object that was also simple to use.”

Optwine® is a promise of a great tasting experience...

Olivier Caste & Michael Paetzold



For more information about
Optiwine® : flash me !

Brevet PCT FR n° 11 60 806 © Tous droits réservés, Exsa, 2011

MADE IN
FRANCE

Make all your tasting moments exceptional with Optiwine®.
" The revolutionary method of nano-aeration! "



OPTI Wine®
WINE AT ITS BEST

