

BARRELS



100% CENOLOGIQUE



*Blanc*



*Blanc*



# ICÔNE

*Blanc*



## THE ICÔNE SELECTION DEDICATED TO HIGH-END WHITE WINES

SEGUIN MOREAU BELIEVES CERTAIN WINES MERIT SOLUTIONS THAT ENABLE THEM TO FULLY REVEAL THEIR POTENTIAL WHILE RESPECTING THEIR UNIQUE CHARACTER AND THE ORIGINAL EXPRESSION OF THE FRUIT.

### TECHNICAL CHARACTERISTICS:

#### Available shapes

Bordeaux Export  
(225L, 27mm)

Bourgogne Export  
Bourgogne Tradition  
(228L, 27mm)

Other shapes: contact us

#### Oak species



French oak

#### Toasting

##### Recommendations

According to your œnological goal

- AQUAFLEX
- Medium Long (ML)
- Medium Long Tradition (MLT)

Other toasts available upon request

#### ICÔNE is:

- > An exclusive process for oak wood selection, by method of its chemical composition. We identify wood's capability of generating a particular oak profile for specific styles of wine. We refer to the "œnological Potential" of the wood.
- > A range of barrels that enables the reproducibility of the aging process in order to enhance the unique quality of your wine, consistently year after year.

### ICÔNE *Blanc*

#### THE SELECTION DEDICATED TO HIGH-END WHITE WINES

The selection of oak called ICÔNE *Blanc* is intended for high-end white wines fermented and/or aged in barrels, as the oak supports yet does not over power the fruit. It respects the wine's varietal characteristics, allowing aromatics to slowly reveal themselves.

#### THE ICÔNE SELECTION PROCESS

During the processing of the rough staves, SEGUIN MOREAU takes samples of wood in quantities proportional to the surface area that each stave will occupy in the barrel.

The samples are analyzed in the SEGUIN MOREAU laboratory, where they are measured for the concentration of the various aromatic and structuring molecules that figure in the ICÔNE mathematical selection model.

The results of the analysis, once processed, determine the œnological Potential.





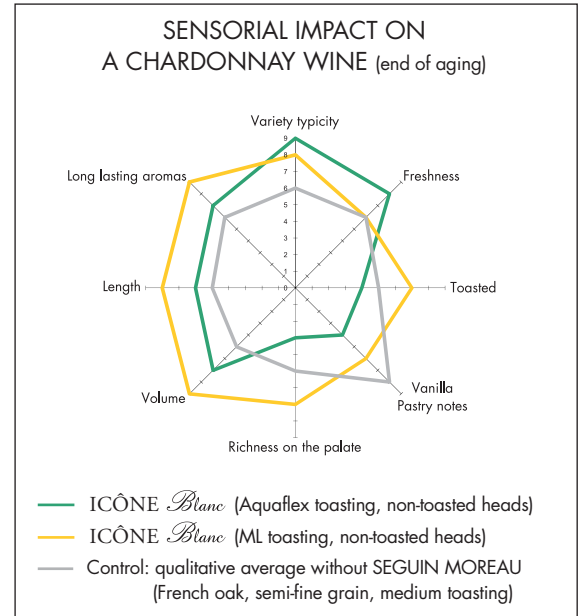
## WHICH WINES? WHICH OBJECTIVES?

ICÔNE *Blanc* provides a delicate oak profile that optimizes varietal aromas, while adding volume and length on the palate.

Aging of high-end white wines is based on a subtle balance between the benefits of barrel aging and the risk of excessive oak impact. This selection also directs the oak profile in two different avenues:

- AQUAFLEX toasting (water tightening): Fresh profile and minerality on the mouthfeel,
- ML or MLT toasting (fire tightening): Rich and opulent profile, with toasty and sweet spice notes.

This oak selection is intended primarily for high-end white wines that are fermented and/or aged in barrel, most often Chardonnay, Sauvignon Blanc, Semillon, Viognier and Chenin Blanc.



## IMPLEMENTATION

- Alcoholic fermentation: Recommended in barrels, either complete or partial, depending on cellar practices.
- Recommended aging time in barrel: Five to sixteen months on lees after fermentation.



## DID YOU KNOW?

- The ICÔNE concept is the one and only process of its kind that is able to correlate the molecular composition of the barrel's oak with organoleptic result achieved in the wine at the end of aging, designed to reach the sensorial objectives you aim for.
- ICÔNE: an unprecedented project
  - Twelve years of fundamental research
  - Four years of global applied research in wineries with:
    - more than 10,000 analyses of oak wood
    - more than 3,000 barrels
    - more than 200 comparative tasting sessions carried out by a jury of experts
  - An in-house laboratory
  - Testing performed at more than 200 wineries worldwide



## QUALITY AND SAFETY

ICÔNE *Blanc* is subject to rigorous manufacturing conditions that aim to guarantee food safety and to meet current regulatory requirements.

Quality and food approval certificates are available on request: [info@seguinmoreau.com](mailto:info@seguinmoreau.com)



## CONTACT

Our representative are available to assist you and share their knowledge of ICÔNE *Blanc*.

For personalized advice, contact them at: [info@seguinmoreau.com](mailto:info@seguinmoreau.com)



"Inspired by the past,  
built for the future"

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