



"Inspired by the past,
built for the future"



FRENCH COOPERAGE FOUNDED IN 1838
THE VERY BEST OF OAK
TRANSMISSION OF SAVOIR-FAIRE
INVENTOR OF BOUSINAGE
LEADER IN RESEARCH AND DEVELOPMENT
A PASSION FOR INNOVATION
SCIENTIFIC KNOWLEDGE OF WINE-WOOD EXCHANGES

ICÔNE

MORE THAN A DECADE OF RESEARCH
œNOLOGICAL POTENTIAL
EXCLUSIVE ANALYTICAL SELECTION OF OAK
MASTERY OF SENSORY IMPACT
RESPECT OF FRUIT AND FLAVOR COMPLEXITY
PRECISION OF THE OAK PROFILE
ASSURANCE OF CONSISTENCY AND REPRODUCIBILITY

100% œNOLOGIQUE

FROM EMPIRICAL STUDY TO SCIENTIFIC RESEARCH: THE REASON FOR ICÔNE'S EXISTENCE



THE BEST OF OAK

SEGUIN MOREAU has been bringing together tradition and innovation since 1838 to enrich its knowledge and expertise in cooperage.

A savoir-faire that begins above all with the choice and respect of the raw materials, which we recognize have primary and essential importance.

Within the cooperage industry, SEGUIN MOREAU has always been a leader in the selection of oak—in particular during the 1980s with its studies on grain selection criteria and since 2000 with the choice of Haute Futaie oak.

Oak wood remains a natural material, and the variability is real and notable. Two trees, identical in appearance and growing side by side in the same forest, may have completely different chemical characteristics and thus produce barrels with very different sensorial impacts on wine.



ICÔNE: THE RESULT OF MORE THAN A DECADE OF RESEARCH

We have studied this chemical variability, through a specific initiative, for twelve years now.

Our research and development team focused on the correlation between the chemical composition of the oak and its sensory impact on the wine aging in barrel, so as to predict and ensure certain results.



SEGUIN MOREAU: SCIENTIFIC INVESTMENT

- A R&D team composed of three PhDs in CEnology
- A close 28-year partnership with the Vine and Wine Institute (ISVV, Bordeaux)
- A research program with the Vine and Wine University College (IUVV, Dijon) since 2009
- In 2010, the beginning of a research program with the Australian Wine Research Institute (AWRI, Adelaide)
- A worldwide team of sales experts
- Partners spread across the world's wine-making regions, who implement applied wine research programs in their wineries

ICÔNE, 100% CENOLOGIQUE



ICÔNE, ENSURING THE SENSORY IMPACT

THE “CENOLOGICAL POTENTIAL” THE HEART OF THE ICÔNE PROCESS

The “Cenological Potential” is the capacity of the oak wood to generate a specific oak profile for any given style of wine.

The major advancement is that the measurement no longer considers the wood’s botanical characteristics or the origin but rather its chemical characteristics. The link between the chemical composition of the wood and its organoleptic impact on the wine drove SEGUIN MOREAU’s studies.

Our research teams have been able to show that the Cenological Potential is directly related to the concentration of a panel of aromatic and structuring substances present at the heart of the wood.

We have built a mathematical model enabling us to correlate the chemical concentrations of the substances with the organoleptic characteristics produced at the end of the aging process.

The ICÔNE process is built entirely on this mathematical model and is the keystone of our unique expertise.

THE ICÔNE SELECTION PROCESS

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

The samples are analyzed in the SEGUIN MOREAU laboratory in order to measure the concentration of the various molecules which figure in the ICÔNE mathematical model.

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



ICÔNE: A 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
- An in-house laboratory
- Testing performed at more than 200 wineries worldwide

ICÔNE, 100% CENOLOGIQUE



THE UNIQUE CHARACTER OF **YOUR** WINE

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.

Elegance, THE FIRST BARREL IN THE ICÔNE RANGE

We initially focused our research on **high-end red wines**. For these wines, we targeted a particular oak profile, with round and well-integrated tannins and a profound respect for the fruit, gently overlaid with mellow and luxurious notes and a hint of spice and toast.

The selection of oak producing this result was named *Elegance*, the first of the ICÔNE series.

OTHER CENOLOGICAL POTENTIALS CURRENTLY BEING STUDIED

The range of products aged in barrel is as complex and varied as the many types of wines and alcohols, and of oak profiles around the world.

The SEGUIN MOREAU R&D team is currently testing **other Cœnological Potentials** that will result in new models of oak barrels within the ICÔNE series, including options in **American oak** and solutions for **eaux-de-vies** and **high-end white wines**.

Each ICÔNE program occurs in several phases:

- PHASE I: Identification in the laboratory of the molecules involved in each Cœnological Potential and creation of the appropriate mathematical model
- PHASE II: Comparative trials in experimental cellars
- PHASE III: Trials in multiple partner wineries in order to verify the reproducibility of the model.

Once these three phases have been completed successfully, **the selection of the oak is certified by our Product Committee and the new barrel can be released as part of the ICÔNE series.**

ICÔNE, 100% CENOLOGIQUE



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 "CEnological Potential" of the oak.
- > A range of barrels that enables the reproducibility of the aging process in enhance the unique quality of your wine, consistently year after year.



SEGUIN MOREAU
Z.I. Merpins - BP 94
16103 COGNAC
Tel.: +33 (0)5 45 82 62 22
Fax: +33 (0)5 45 82 14 28

SEGUIN MOREAU Bourgogne
ZAC du Pré Fleury - Les Creusottes Nord
71150 CHAGNY
Tel.: +33 (0)3 85 87 22 23
Fax: +33 (0)3 85 87 22 34

SEGUIN MOREAU Napa Cooperage
151 Camino Dorado
NAPA, CALIFORNIA 94558
Tel.: +1 (707) 252 3408
Fax: +1 (707) 252 0319

SEGUIN MOREAU Australia
Post Office Box 5 – HINDMARSH,
SOUTH AUSTRALIA 5007
Tel.: +61 (0)8 8340 5400
Fax: +61 (0)8 8340 5401