

BARRELS



100% CENOLOGIQUE



*Low Aroma & Elevation*



*Low Aroma*



# ICÔNE

*Low Aroma & Elevation*



## THE NEW ICÔNE SELECTIONS

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)

Other shapes: contact us

#### Oak species



American oak

#### Toasting

### *Low Aroma*

#### Recommendation

- Medium Plus (M+)
- Toasted Heads (TH)

#### Also available

- Medium (M)  
+ Toasted Heads (TH)
- Medium Long (ML)  
+ Toasted Heads (TH)

### *Elevation*

#### Recommendation

- Medium Plus (M+)
- Toasted Heads (TH)

#### Also available

- Medium Long (ML)  
+ Toasted Heads (TH)
- Heavy (H) + Toasted Heads (TH)



### 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.

### *Low Aroma & Elevation*

## THE NEW ICÔNE SELECTIONS

The selection of oak called ICÔNE « *Low Aroma* » & « *Elevation* » are intended for **full-bodied, high-end red wines**, potentially aged in oak barrels.

## 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?

*Low Aroma & Elevation* are primarily intended for concentrated red wines, principally Cabernet Sauvignon, Bordeaux blends, Syrah, Cabernet Franc, Zinfandel and Tempranillo.

### ICÔNE *Low Aroma*

- The oak profile is respectful of the fruit and discreetly provides olfactory complexity.

It differs from the traditional American oak profile by its absence of strong smoky and coconut notes, and in this sense is closer to French oak's wood profile.

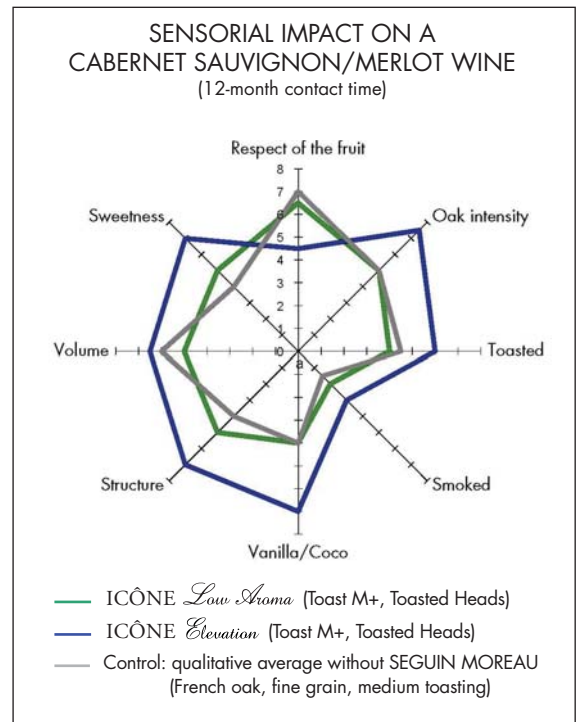
- Winemaking and aging with a large proportion of new oak is perfectly possible in this instance, without overwhelming the fruit.

### ICÔNE *Elevation*

- Provides an ample and expressive oak profile with:
  - Emphasized notes of hazelnut, coconut and vanilla
  - A wine that is sweeter, rounder and more concentrated on the palate.

Through providing strength and power, this barrel remains **well-balanced**. Our techniques for mastering oak aging and precise toasting range allow us to work within a **harmonious** olfactory style.

- This barrel can contribute towards a strong oak target, at times sought after for specific wines. It can also be used as a blending component, implemented as an "œnological ingredient", serving an overall oak profile in the finished wine.



## IMPLEMENTATION

- The length of time wine remains in the barrel is up to the individual winemaker. *Low Aroma & Elevation* have been tested and quantified for both malolactic fermentation in barrel and also later barrel aging.
- Potential duration of oak aging: **6 to 16 months**.  
The oak profile is balanced with good structure after 6 months, but aging can continue for 12 to 16 months, depending on the wine's characteristics (grape variety, concentration) and the targeted œnological objective.



## 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 *Low Aroma & Elevation* 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 representatives are available to assist you and share their knowledge of ICÔNE *Low Aroma & Elevation*. For personalized advice, contact them at: [info@seguinmoreau.com](mailto:info@seguinmoreau.com)



"Inspired by the past,  
built for the future"

[www.iconebarrel.com](http://www.iconebarrel.com)

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

SEGUIN MOREAU Bordeaux  
16, quai Louis XVIII  
33000 BORDEAUX  
FRANCE  
Tel.: +33 (0)5 56 38 28 37  
Fax: +33 (0)5 32 00 19 85

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