

PRODUITS ŒNOLOGIQUES FRANÇAIS

R. & C. Bordeaux 14.688 A

LAFFORT STORY

120 YEARS OF HISTORY
AND PASSION FOR WINEMAKING





Jean LAFFORT (1895 -1936) J. Laffort & Cie: in the beginning...

Born in Bordeaux in 1872 and self-taught, Jean Laffort started to work at the age of 14 in a company importing agricultural products from the French colonies (sugar, coffee, tea, etc.). At the time, raw materials were all transported by sea, and due to the long transport time, prices often changed during transit. As Jean Laffort gained experience in this trading company, he was given greater and greater responsibilities. At the same time, he started to nurture a passion for oenology. He maintained regular contact with the Bordeaux Oenological Center (now the Institut des Sciences de la Vigne et du Vin, or ISVV, at the University of Bordeaux), and especially with Abbot Dubaquié, who first taught him the basics of oenology and winemaking.



In 1895, Jean Laffort founded his own company, *J. Laffort & Cie*, and set himself up in the historic Château Descas, strategically located near the Bordeaux train station. *Here, he first worked to develop his agricultural product trading activities, and then from 1900, the company was fully dedicated to the sale of wine-oriented products.*



In 1905, in order to meet the growing demands of his clients, Jean Laffort built a factory in Bordeaux at 126 Quai de la Souys, which remains a key production site for LAFFORT® to this day.

Little by little, *J. Laffort & Cie* developed its own manufacturing tools and processes, enabling the company to market a range of products specifically made for the wine industry:

- Fermentation inhibitors, such as products made from tannins blended with potassium metabisulfite.
- A range of cleaning and disinfecting products for wooden casks.
- Activated carbon, where Jean Laffort set up a large-scale oenological installation which used steam treatment to expand the charcoal's pores and increase the available surface area.
- Animal-protein based clarifying agents.
- Processing aids for filtration (Diatomaceous Earth or DE) imported from Algeria, on which he applied a purification process to eliminate impurities, especially calcium.
- Bohemian Seltzer water type glass siphons under the *J. Laffort & Cie* brand for an accurate distribution of gaseous SO₂.
- Other oenological commodities, including SO₂, citric acid, ascorbic acid, tartaric acid, calcium carbonate, etc.

Using the branches he set up in Spain and North Africa, he marketed large quantities of these products. The company acquired kilns and grinders for the manufacture of their oenological products and a crate production unit for the manufacture of wooden packaging units (either for crates or for barrels that contained liquid products).

Early in his venture, Jean Laffort also built a LAFFORT® factory in Pasajes, Spain, primarily for the production of natural flavouring for Vermouth, Brandy and other types of liqueurs for the Spanish market (this would become ESENCIA in 2008).

Jean Laffort entrusted the future management of his companies to two of his sons: the Spanish company was entrusted to Pierre Laffort and the French one to René Laffort. Pierre worked to develop the flavouring department of the Spanish company, and little by little introduced an oenological product department. René dedicated his French company's activities to oenology.



René LAFFORT (1936 -1973) Modernisation...

René Laffort boosted the company's activities in France, and developed a large number of foreign contacts, increasing the export trade with direct shipments to 45 countries through representation by 12 overseas agents.

During this time, the LAFFORT® Company introduced a number of major changes to the wine industry. LAFFORT® modernised their facilities and played a leading role in the development of new oenological products:

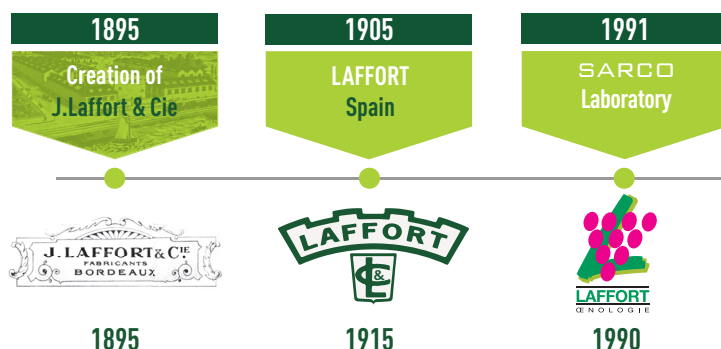
- Stabilisers based on gum Arabic (**STABIVIN®**)
 - Fining products, including isinglass made from sturgeons' swim bladders (**ICHTYOCOLLE**).
 - A wide range of oenological tannins, selected alongside Professor Emile Peynaud from the University of Bordeaux (**QUERTANIN®**).*
 - A range of nutrients to improve wine fermentation.
 - Sulphurous anhydride-based liquid solutions.
 - Gelatine-based clarifying agents (**GECOLL® SUPRA**) and agents based on charcoal-deodorised bull blood (**VINOCLARYL**).
 - In 1958, LAFFORT® developed the innovative vacuum production of Metatartaric Acid (**POLYTARTRYL®**).**
- In addition, LAFFORT® introduced many significant changes to the business and technology of oenological ingredients:
- Selected yeasts were available in liquid form, followed by the release of Active Dry Yeast.
 - Enzymes for oenology were made available in granulated form.
 - LAFFORT® developed an exclusive bentonite importation contract with Volclay Wyoming (USA), the most acclaimed products on the market for their reactivity with proteins in white wines.
 - Introducing measured quantities of SO₂ into wine was made more accurate with a **stainless steel dosing siphon**.
 - Filtration panels were developed made from diatomite and perlite.
 - Products were made available at small-scale to small wineries, with packaging by the kilogram.
 - LAFFORT® developed their commercial facilities, enabling them to offer oenological products close to the production sites.

René Laffort also launched an oenological analysis and consulting laboratory, integrated into the LAFFORT® Company (which would become an independent entity in 1991, under the SARCO name), and then a second one in the Bordeaux Entre-deux-Mers region.

**Collaboration with the Bordeaux Oenological Centre, with big names in oenology such as Professors Ribereau-Gayon and Peynaud, enabled Rene to make a number of improvements to the LAFFORT® products.*

***Vacuum manufacturing of Metatartaric acid enables it to go from an esterification level of 31-33, lacking efficiency, to 38-42, with significantly greater performance at tartaric precipitation.*

Modernisation and expansion, from 1895 to the present





Jean-François LAFFORT (1973 - 2009) Research and the search for quality...

Jean-François Laffort took over the company in 1973 and remained at the helm until 2009. It was Jean-François who initiated **the transition in oenological ingredients from a curative approach based on chemistry to a pro-active approach based on biotechnology**. A trained pharmacist, Jean-François was awarded his Oenology diploma in 1972.

Under the stewardship of Jean-François, the company became a wine industry partner when it started to focus on Research and Development. Today, R & D is part of the company's life-blood, and 3% of its annual turnover is dedicated to this area. In order to do this most effectively, the LAFFORT® Company maintains close relationships with universities, research and teaching institutes worldwide in order to discuss, share knowledge and keep up to date with the new technologies.

Jean-François also began a lengthy collaboration with Professor Denis Dubourdieu of the Bordeaux Oenological Institute (now the ISVV), which led to LAFFORT® financing 20 PhD theses since 1995, including:

- **The identification of the molecules responsible for the aroma of Sauvignon wines** and their genesis, from grape to wine (Darriet P., Tominaga T., Thibon C.).
- **The study and selection of yeast strains**, initially from an ecological point of view, then using new genetic tools, DNA chips, cross-breeding and now directed cross-breeding (Frezier V., Masneuf I., Serra A., Marullo P.).
- **Research on the physiology and the genetic characterisation of lactic bacteria in wine**, associated with production techniques exclusively developed by LAFFORT® and adapted inoculation methods, has enabled the development of high-performance strains of *Aerococcus oeni*. This control over the malolactic fermentation has also led to the prevention of spoilage due to the growth of undesirable micro-organisms and to the reduction in costs (Gindreau E., Renouf V.).



• The development of tools enabling the measurement of **protein-tannin interaction**, from load density to micro-calorimetry and electronic tongue use (Lagune L., Fontoin H., Schmauch G.).

• The study and improvement of **enzymatic preparations** for the release of specific molecules (Barbe C., Ducruet J., Humbert A.).

• The understanding of the **biochemical and physical-chemical phenomena associated with fermentation on the lees**, with the improvement of the flavour quality and stability of the wine as a consequence (Moine V., Laborde B., Humbert A.).

All of these studies led to clear improvements and diversification of oenological products on offer: from juice extraction using specific enzymatic preparations to fermentation control using new yeast and bacteria strain selection technologies, and the development of fining products which are better adapted to modern constraints.

These discoveries have also helped contribute to the development of new natural wine stabilisation techniques, such as mannoproteins (**MANNOSTAB®**) for tartaric stabilisation and catechin-rich tannin preparations for pigment stabilisation (**TANIN VR COLOR®**).

The search for quality by Jean-François Laffort led to large number of modern oenological discoveries, now protected by **18 international patents**. This level of involvement and energy in the R&D department are the reason why the LAFFORT® Company has had so much influence and success on an international level.



Luc LAFFORT (2009...) Oenology is in our nature...

A 3rd generation oenologist, Luc Laffort joined the company in 1999 and took over at the helm in 2009. Here, he continues the company's activities by relying on its founding values: providing wine producers around the world with

natural, high-quality products developed in the company's research laboratories. Alongside this company ethos, LAFFORT® is committed to solving today's problems concerning the reasoned use of oenological products. This has been spearheaded by the release of organic products, the development of alternatives to allergenic products for fining (**VEGECOLL®**, **POLYMUST®**) and the implementation of strategies to help producers reduce their reliance on SO₂.

2015: Special Mention for VEGECOLL® at Sitevi 2015



VEGECOLL® is an extract of potato proteins, specially selected for their clarification properties. They are one of the most reactive proteins available in winemaking, and being of vegetable origin and non-allergenic, this product meets the needs of wine producers to clarify without using an animal or allergenic protein.

The development of VEGECOLL® was driven by a number of international collaborations and publications recognised by the scientific community. This included the use of the most innovative methods to characterise the technological potential of proteins (Zeta potential, particle size, precise amino acid compositions...). Thanks to its remarkable clarification properties, its high concentration of native proteins (Patent n° US 2010/0040591 A1) and its high Zeta potential, VEGECOLL® is the most reactive plant-based protein available for oenologists.

ent day...

2000

LAFFORT
South Africa

2001

LAFFORT
Italy

2002

LAFFORT Argentina
and New Zealand

2006

LAFFORT
Australia

2010

LAFFORT
U.S.A.

2015

LAFFORT
Chile



1999

Production unit
Grape polyphenols
Wood for oenology

2004

Production unit
Mannoproteins and
yeast products

2006

LAFFORT
l'oenologie par nature

2007

1895
2015
120 YEARS
OF INNOVATIONS

2015

1895
2015
120 YEARS
OF INNOVATIONS

120 YEARS OF INNOVATION IN OENOLOGY

1895



1895 // Creation of the LAFFORT® company by Jean LAFFORT.



1958 // Increase esterification index and improve product solubility of metatartaric acid using production under vacuum - POLYTARTRYL®.



1994 // Identification of the aromas of Sauvignon Blanc and yeast expression of thiols - ZYMAFLORE® VL3.



1996 // Purification of enzymes to eliminate cinnamoyl esterase activity - LAFASE® HE GRAND CRU.



1999 // First winemaking product manufacturer to be certified ISO 9002.



2000 // Instant Dissolving Process (IDP): tannin granulation to facilitate instant dissolution into must or wine - TANIN VR SUPRA®.



2004 // Organoleptic impact of sapid peptides and their protein origins (Hsp12) - OENOLEES® & OENOLEES® MP.

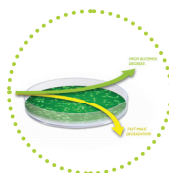


2004 // Non-GMO breeding of specific isolated yeast strains - ZYMAFLORE® X5.



2006 // Mannoproteins for protein and tartrate stability in wine - MANNOSTAB®.

Golden trophy for innovation - Vinitech 2006



2006 // Development of the exclusive production process 'PreAc®' to shorten lag phase and improve bacteria survival rate - LACTOENOS 450 PreAc®.



2014 // Allergen-free potato-based vegetal protein for fining - VEGECOLL®.

Special mention - SITEVI 2015

2015