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# Chr. Hansen wins “Innovation Leadership” title in wine ingredients

Frost & Sullivan awards Chr. Hansen for its pioneering work in microbial solutions for the wine industry

Based on a thorough and unbiased screening of the global alcoholic beverage ingredients market, Frost & Sullivan recognizes global bio-science company Chr. Hansen with the 2014 Global Frost & Sullivan Award for New Product Innovation Leadership.

According to the research and consultancy company, “Chr. Hansen has pioneered the production of innovative non-saccharomyces yeast and malolactic bacteria, which adds value to the wine industry through improved efficiency as a result of good fermentation management.”

The substantiation continues: “The company has shown great success in manufacturing a range of products that allows winemakers to mimic successful wild alcoholic fermentation and innovative cultures to manage malolactic fermentations. Their “Viniflora® culture products offer reliability and value for money, evidenced by the fact that most of them are ready for direct inoculation into the must and do not require careful rehydration, acclimatization, or activation protocols, thus reducing risks and saving time.”

### **Recognition of strategy and ground breaking product launches**

“We are very proud to receive this prestigious award from Frost & Sullivan,” says Laurent Hubert, Marketing Director, Wine & Fermented beverages, Chr. Hansen.

“It is a clear recognition that our strategy in wine and its execution through a variety of ground breaking new products launched the past five years brings added value both to the global wine industry but also to wine consumers. The past five years we have launched product and technologies that represent landmarks in enology.”

### **Backed by extensive analysis**

The Innovation Leadership Award is backed by extensive analysis; companies identified, and product features, innovation, acceptance, value and quality are monitored and evaluated through primary analyst research. This stringent methodology positions Chr. Hansen as a superior market participant.

Five criteria were used to benchmark Chr. Hansen’s performance against key competitors:

- Unmet Needs (clear understanding of customers’ desired outcomes)
- Use of Mega Trends (ability to incorporate long-range, macro-level scenarios into strategic plans)
- Pioneering Best Practices (consistent and repeatable level of success)
- Blue Ocean Strategy (proven track record of creating new demand in an uncontested market)
- Aspirational Ideals (bringing greater value to customers or the planet)

This award recognizes the innovative impact we have made in the wine industry. In essence, we have changed the way the world makes wine for

the better,” concludes a proud Dr. Hentie Swiegers from Chr. Hansen’s Wine Innovation department.

## ABOUT THE AWARD

Each year, Frost & Sullivan presents this award to the company that has developed an innovative element in a product by leverage leading-edge technologies. The award recognizes the value added features/benefits of the product and the increased ROI it offers customers, which in turn increases customer acquisition and overall market penetration potential.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

**FIVE YEARS – FIVE INNOVATIONS**The first pure specialty yeasts from other species than *Saccharomyces* for mouth feel improvement (PRELUDE™), acidic balance management in red wines (CONCERTO™) and fruit flavor optimization (FROOTZEN™)

The first direct inoculations pure *Oenococcus oeni* culture managing malolactic fermentation without producing buttery, lactic flavors (CiNe™ )

The first direct inoculation yeast for the wine industry with FROOTZEN™ Viniflora® Freasy™, the first F-DVS® culture storable at -18°C instead of -50°C

The first application of *Lactobacillus* in grape juice to speed up fermentation, help bio-protect the wine and reduce sulfites in winemaking (NoVA™)

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*Chr. Hansen is a leading, global bioscience company that develops natural ingredient solutions for the food, nutritional, pharmaceutical and agricultural industries. We develop and produce cultures, enzymes, probiotics and natural colors for a rich variety of foods, confectionery, beverages, dietary supplements and even animal feed and plant protection. Our product innovation is based on more than 30,000 microbial strains – we like to refer to them as ‘good bacteria’. Our solutions enable food manufacturers to produce more with less – while also reducing the use of chemicals and other synthetic additives – which make our products highly relevant in today’s world. We have been delivering value to our partners – and, ultimately, end consumers worldwide – for over 140 years. We are proud that more than one billion people consume products containing our natural ingredients every day. Revenue in the 2016/17 financial year was EUR 1,063 million. Chr. Hansen was founded in 1874 and is listed on Nasdaq Copenhagen.*

## Contacts



### **Camilla Lercke**

Press Contact

Head of External Communications

International media relations, press, c-suite communications, social media, digital

[DKCALE@chr-hansen.com](mailto:DKCALE@chr-hansen.com)

+45 53 39 23 84

+45 45 74 76 42



### **Helle Rexen**

Press Contact

Media relations officer

[DKHRE@chr-hansen.com](mailto:DKHRE@chr-hansen.com)

+45 45 74 76 36

+45 20 74 28 40