Low Aroma & Elevation
THE NEW ICÔNE SELECTIONS

SEGUN 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.

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.

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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, SEGUN 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 SEGUN 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  

• 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  

• 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 oenological 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

CONTACT

Our representative are available to assist you and share their knowledge of ICÔNE Low Aroma & Elevation.
For personalized advice, contact them at: info@seguinmoreau.com

“Inspired by the past,
built for the future”