

INNOVATION & PERFORMANCE

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VICARD  
GENERATION 7

CHANGING *the* PARADIGM



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[WWW.VICARDG7.COM](http://WWW.VICARDG7.COM)

# VICARD GENERATION 7

## CHANGING the PARADIGM

BARRELS SORTED  
BY TANNIN POTENTIAL



Vicard Generation 7 was born from a desire to control the factors that cause variability in cooperage, and bring greater precision to wine and spirit maturation.

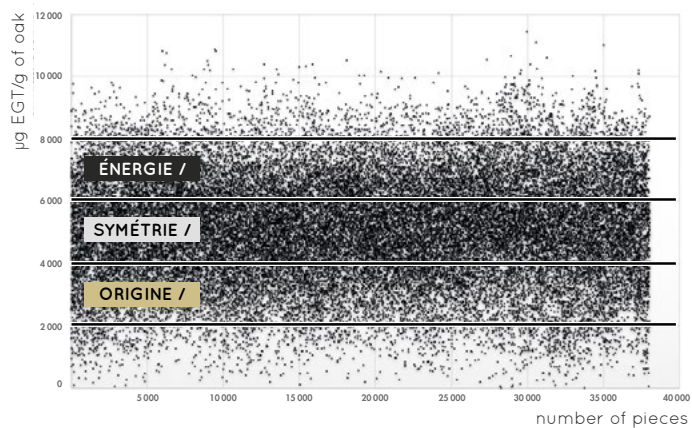
With six generations of expertise, Jean-Charles Vicard launched the seventh update of an intensive R&D program started in 2008. Vicard Generation 7 utilizes NIRS (Near-Infrared Spectroscopy) technology to select staves based on their tannin potential. This perfectly uniform raw material selection, along with molecular toasting, has enabled Vicard Generation 7 to offer very precise, uniform and reproducible products.

## THREE CLASSES OF TANNIN POTENTIAL

The analysis of 2500 staves enabled us to isolate and define the causes of one important variable: the ellagitannin content in the oak.



-  **ORIGINE /**  
2,000 to 4,000 EGT/μg of oak
-  **SYMÉTRIE /**  
4,000 to 6,000 EGT/μg of oak
-  **ÉNERGIE /**  
6,000 to 8,000 EGT/μg of oak



## A SPECIFIC METHODOLOGY

### MOLECULAR TOASTING

Involves applying a controlled, regular and uniform heat to the barrel's inner surface, using a double-cone furnace, which matches the shape of the barrel. The outer chamber eliminates the variations due to external interferences such as humidity and ambient temperature. **This computerized system ensures perfect control of the toasting temperature throughout the entire toast cycle.**

### TANNIN POTENTIAL

The ellagitannin content is measured after machining and before assembly, using near-infrared spectroscopy. Each stave is analyzed and sorted by tannin level and barrels are then cooper by tannin level yielding homogeneous barrels with characterized and reproducible tannin potential.





# ANOTHER APPROACH TO BARREL-MAKING

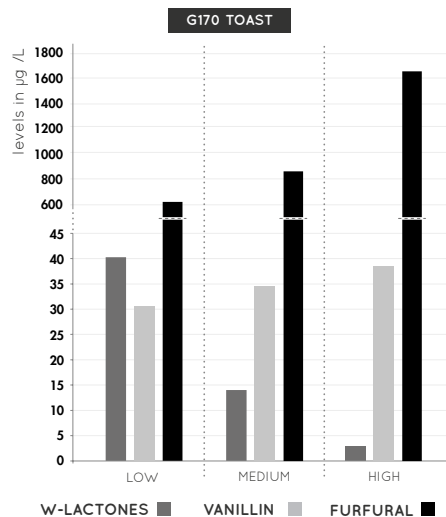
HOMOGENEITY / REPRODUCIBILITY / PRECISION

## ONE STEP CLOSER TO PRECISION

Although the molecular toasting process made significant advancement in the precision of our products, we realized we had not fully mastered the variation of raw material. The research into this variation, initiated in 2008, was focused on the classification of staves based on their ellagitannin content. This breakthrough allowed us to reach our goal and launch the Vicard Generation 7 range.

## SENSORIAL IMPACT

Our methodology enables us to consistently produce barrels with perfectly uniform tannin contents (ellagitannin levels) which respect the vintage's typicity.



## AVAILABLE PROFILES



### ORIGINE / PTB - TERROIR

Low Tannin Potential Selection. **ORIGINE** (LTP) adds minimal tannins while offering all the benefits and complexities of oak aging. Characterized by fruity, bright notes with a focused palate.

#### AROMATIC NOTES :



VARIETAL TYPICITY

FRESH FRUIT



FRESHNESS

MINERAL



### SYMÉTRIE / PTM - EQUILIBRIUM

Medium Tannin Potential Selection. **SYMÉTRIE** (MTP) offers an intermediate profile, combining structure and tension while respecting the fruit.

#### AROMATIC NOTES :



VANILLA

RIPPED FRUIT



CARAMEL

COCOA



### ÉNERGIE / PTH - STRUCTURE

High Tannin Potential Selection. **ÉNERGIE** (HTP) brings an element of strength, adding structure and roundness, as well as subtle smoky notes.

#### AROMATIC NOTES :



COCOA

ROASTED COFFEE



TOASTED BREAD

VANILLA BREAD



## TECHNICAL CHARACTERISTICS

Capacities : 225, 228, 300, 350, 400, 500 L

Origin : French oak and border forests

Raw material sorted by tannin potential (TP)

Computer controlled molecular toasting, using radiant heat

## AWARDS

I+Q AWARDS 2016  
Innovation of the year

SITEVI 2017  
Bronze medal

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GROUPE  
VICARD

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**Driven by the passion of his work and born from five generations of expertise, Jean-Charles Vicard and his team are crafting, quality barrels, casks and tanks using the best essence of oak for winemakers around the world.**

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*Guidé par la passion de son métier et porté par cinq générations de savoir-faire, Jean-Charles Vicard et son équipe élaborent pour vous, avec les plus belles essences de chêne, des barriques, cuves et foudres de qualité.*