

BREWERS DIRECT

“The Wine Specialist”

Flash Sterilization or Pasteurization?????

What is the difference?

Why are Mosto Italiano and FC Collection better??

We would like to underline a couple of aspects regarding the production process of our juices and the impact on the quality of a wine kit as opposed to other methods used in the current market.

STERILIZATION

Higher temperature
Shorter contact time + aseptic filling
Low impact on the product
Longer shelf life
Sterilization kills ALL micro-organisms

PASTEURIZATION

Lower temperature
Longer contact time
Deterioration of the product
Shorter shelf life

Mosto Italiano / FC Collection are STERILE juices.

This means that the juice (after the stabilization process) is filtered. In our high tech plant, after filtration, the juice is flash sterilized and immediately aseptically packaged without ever coming in contact with air.

Filtration is the first step in order to remove impurities, bacteria and wild yeast. Then we proceed to sterilize the product at high temperatures for a short contact time (meaning seconds - for this reason it is referred to as “flash”). Sterilization kills any micro-organisms present (including cells and spores) – and the product, once sterile will be sterile forever up to the point of the opening of the package.

The process is flash in order to preserve the flavour, taste and aroma of the juices.

In short terms it is this process that allows Mosto Italiano and FC Collection to keep the aroma, flavour and taste of the premium juice we use. Further it is possible to enjoy a top quality product that can be kept at room temperature, (so avoiding all costs and difficulties involved with cold storage).

Another aspect that it is important is colour: you probably notice that our white products are generally pale white / yellow and our reds are red-brownish, (like by the way they

should be). This is thanks to our process that allows a better preservation of the product and doesn't burn it.

Furthermore the sterilization brings to zero any risk of fermentations of the bag, and allows a better and safer fermentation, when needed, because any eventual wild yeast has been killed. This means it improves indefinitely the shelf life.

Competitions product (ex. Vinterra or Bolero pail): "juice and / or concentrate" are listed in the ingredients that become a pasteurised must.

The pasteurisation is a process that is overcome in the food industry compared to the sterilization: the temperatures are usually lower but the product is under heating for long time (not seconds like the flash sterilization). Second, the pasteurisation **REDUCES THE MICRO-ORGANISM BUT DOESN'T KILL ALL OF THEM**. So a product that is pasteurised is not sterile at all and can have micro-organisms that can develop a second time.

Further to this, the long contact time burns the aromas and gives the taste of a typical "cooked aftertaste". In the case of a wine kit another negative effect is on the colour – the colour will change very quickly with age giving to the white the typical gold/brownish tone and in the red the flat/brownish tone that has nothing to do with a real wine.

This means in short terms that whatever raw material you use – juice or concentrate or both – the pasteurisation process would have a heavy and negative impact on it. This would also become worse and worse with the passing of time. To make an example outside of this industry, make a comparison between an orange juice done with pasteurization and an orange juice that is done with UTH. You will taste the difference!!!! Why are we the only company so far with a sterilization and aseptic filling system in the industry? There are more than one million good reasons for that!!!!!!