

## **PRESS RELEASE**

# CDR WineLab® at the virtual edition of the Unified Wine & Grape Symposium

February 16<sup>th</sup>, 2021 - CDR WineLab® this year was at the trade show during the Unified wine & grape symposium with its own booth. It wasn't actually the first time, in the past editions CDR WineLab® was at the Unified Symposium in Sacramento hosted by ATP Group the company partner of CDR that offers the CDR WineLab® analysis system in the United States. Even if this edition of the Symposium was virtual, CDR presented the CDR WineLab® potentialities in its virtual booth and in the webinar during the event making full use of the possibilities offered by this new exhibition mode. Hundreds of visitors and invited persons followed the webinar where Dr. Simone Bellassai, Chemist, Oenologist and CDR FoodLab® Division Manager showed how fast and easy it is to perform analysis on wine and grape juice with CDR WineLab®.

**CDR WineLab**® is the Wine Analysis System widely used by winemakers, enologists and winery technicians. It is designed and manufactured by CDR in Tuscany, in the Chianti area, and, thanks to its simplicity, usefulness and precision, it is now present in many wineries worldwide, especially in Italy, France, Chile and US.

The system can be used right in the winery to perform an in-house winemaking process control, from harvesting to bottling even by personnel with no previous specific lab tech experience. A wide panel of chemical analyses on wine and must is available and the results of the tests are available in real time so winemakers can promptly take key decisions during the winemaking process.

CDR WineLab® Analysis System is composed by the analyzer based on innovative smart photometric technology that uses reading cells equipped with LED emitters and 98.6 degrees Fahrenheit incubation module that guarantees optimal performance especially for enzymatic analyzes. The analyzer is supplied pre-calibrated and no further calibration or maintenance is required.

CDR also manufactures reagents specifically designed to be used in the CDR WineLab® analyzer and supplied in a special, unique and smart way. They are in fact in pre-filled dedicated cuvettes packaged in small bags of 10 tests. This configuration allows a sample quick and easy sample preparation, fast and easy analytical procedures, removing complex calibration and reducing waste chemical materials.









#### **About CDR**

CDR S.r.I is an engineering company based in the neighborhood of Florence, Italy. CDR is active in several fields, such as: telematics, medical diagnostics and food diagnostics, for which it produces systems for the prompt analysis of foodstuff with its brand "CDR FoodLab® Quality control system for food and beverage". In the last 20 years, CDR has provided thousands of analyzers for food and beverage quality control in more than 100 countries worldwide.

## **About Unified Wine & Grape Symposium**

The Unified Wine & Grape Symposium is an annual wine and grape industry event, held every January in Sacramento, California, United States of America. Since 1995 the American Society for Enology and Viticulture and the California Association of Winegrape Growers have worked together to develop the trade show combined with symposium. The Unified Symposium also hosts a trade show with vendors displaying their products and services to the people who attend annually.

### Links:

- Slideshow showed at Unified Wine and Grape Symposium and video presentation of CDR WineLab®
- All News about CDR WineLab®
- www.cdrwinelab.com
- www.cdr-mediared.com
- www.youtube.com/cdrAnalysisSystems
- www.facebook.com/cdrfoodlab
- www.linkedin.com/company/cdr-s-r-l-

## **Contacts:**

Giulia Chiarion

Email: g.chiarion@cdrfoodlab.com

Phone: +39.055871431



