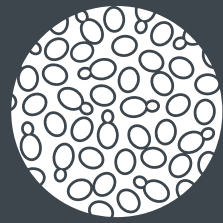


10 REASONS TO USE LALLEMAND DRY BREWING YEAST INSTEAD OF LIQUID YEAST CULTURES:



1

STABILITY

Dry yeast is remarkably stable with little change in viability and fermentation performance over months and even years.

2

CONVENIENCE

Dry brewing yeast is always ready to use. Use it rehydrated or in dry pitch form according to your recipes and your internal QC and best practices."



3

NO MORE CELL COUNTING

No need for a microscope, hemocytometer and staining... Simply weigh out the desired amount of dry yeast for your wort volume and gravity and you are ready to go.



4

NO NEED FOR PROPAGATION

You no longer have to build up cell counts through propagation. Just add the suggested amount of dry yeast to your wort for reliable performance.

5

NO NEED FOR AERATION

With its high sterol content, dry yeast it is able to divide in the absence of oxygen. Skip the aeration step, it is unnecessary with dry yeast. (Note: aeration is required as normal when re-pitching)



6

PURITY

The remarkable shelf stability of our dry yeast allows us to conduct 24 tests on every batch (including genetic testing), assuring purity and unmatched performance.

7

VALUE

Lallemand dry yeast offers excellent value compared to commercially-produced liquid yeast when measuring the cost per viable cell.



8

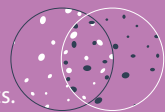
SECURITY

Easily restart slow or stuck fermentations with the addition of dry yeast at any time.

9

FLEXIBILITY

Different strains can be mixed by weight, allowing accurate proportions to be measured and giving brewers unmatched creativity in developing new fermentation-related beer characteristics.



10

CONSISTENCY

With simple measurement of pitching rate and reliable yeast performance, you can count on consistent fermentation performance time after time.

WE BREW WITH YOU.