

GUSMER TOASTED OAK-MOR

Fast. Controlled. True American Oak Expression.

Gusmer Toasted Oak-Mor® is produced from select American White Oak (*Quercus alba*), and designed to deliver consistent aromatics, enhanced Mid-palate weight, and smooth integration across a wide range of wine styles. Its granular format enables **rapid extraction and precise control**—without the cost, variability, or time associated with traditional oak formats.



Why Toasted Oak-Mor?

Gusmer Toasted Oak-Mor® is designed for winemakers looking to improve **balance, structure, and stylistic precision**, particularly in wines requiring integration, aromatic lift, or Mid-palate development.

Key Benefits

- Builds palate weight and complexity
- Enhance aromatics through controlled toast expression
- Improve lot to lot consistency
- Rapid extraction for early impact
- Adds classic American oak character without harsh or drying tannins
- Fully pumpable and pressable for easy cellar integration

At-a-glance

Primary Impact	Aromatic enhancements, palate weight and integration
Best Stage	Fermentation, aging, finishing, and blending programs
Extraction Speed	Fast (granular format = high surface area)
Ideal For	Integration, aromatic lift, structure development
Oak Species	American White Oak (<i>Quercus alba</i>)
Toast Level	Medium Plus

Best For

- Wines lacking Mid-palate weight, texture, or aromatic lift
- Lots needing integration and finesse rather than sheer oak power
- Winemakers seeking classic American oak notes without bitterness
- Building concentrated oak blending components efficiently

How It Compares: Granular Oak vs Other Oak Alternatives

vs Barrels: Delivers bold oak aromatics and palate impact in days or weeks —without extended aging time, barrel cost, storage, or sanitation demands.

vs Staves: Provides faster, more uniform extraction and improved consistency due to granular format and controlled particle size.

vs Liquid Oak: Supplies authentic Oak-derived compounds and mouthfeel contribution without artificial or one dimensional flavor effects.

Program-Based Application: A flexible, repeatable approach that integrates seamlessly into modern cellar workflows

Fermentation: Early addition enhances aromatics, softens structure, and builds flavor complexity

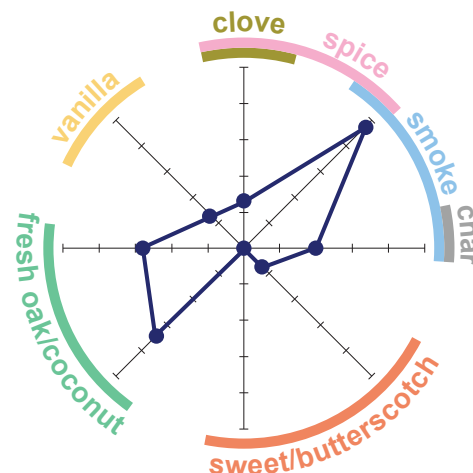
Aging: Can be incorporated into oak programs to develop mid-palate weight and integrated oak character

Finishing: Supports final palate rounding and aromatic lift prior to bottling

Bench trials are recommended to optimize rates based on varietal, wine matrix, and timing.

Flavor Profile:

- **Primary:** Vanilla, butterscotch, coconut
- **Secondary:** Sweet spice, clove, light smoke
- **Finish:** Smooth, integrated, classic American oak character

**Technical Data**

- **Oak Origin:** American White Oak (*Quercus alba*)
- **Toast Level:** Medium plus
- **Format:** Granular oak
- **Dose Rates***
 - White wines: **5–20 lb / 1,000 gal**
 - Red wines: **10–30 lb / 1,000 gal**
- **Particle Size Distribution:**
 - 80% < 0.5 mm
 - 20% 0.5–2.0 mm
- **Packaging:**
 - 40 lb bags
 - 800 lb totes

**Dose rates are application dependent and influenced by wine matrix, timing, and contact duration.*

Quality & Use Disclaimer

Manufacturers (e.g., Customers) using Oak products in the manufacturing of food (e.g., alcoholic beverage) are responsible to dose the material at the minimum quantity required to accomplish the 'intended effect' and otherwise in accordance with the principles of good manufacturing practices (GMP).

Support You Can Trust

For bench trial protocols, application guidance, or oak strategy support, please contact your Gusmer Technical Sales Rep.



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