



KES | 101

# KOBRAND Wine & Spirits EDUCATIONAL SERIES

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## TASTING/EVALUATION

### The Jelly Belly Experience – Layering of Flavors

Facilitator's Guide

Vino Lingo (Handout)

Aroma Tree (Handout)

Kobrand Taste Pyramid (Handout)



## THE JELLY BELLY EXPERIENCE

### — Layering of Flavors

#### OVERVIEW:

“Create a wine” with Jelly Bellies using the typical flavors found in white or red wines showing how individual flavors combine to create a final (different) flavor and to help participants identify individual flavors within a combination of flavors. This process is particularly suited to teaching the wine “tasting” concept to those who are under the legal drinking age. It also helps to demonstrate how clearly subjective “tasting” can be. This exercise is meant to be fun and is a great way to stir up some excitement and get people talking about wine!

#### TOOLS/PREPARATION:

- 2 Dixie cups (mouthwash size) for each participant
    - Mark the Dixie cups on the side with ‘W’ for White or ‘R’ for Red.
  - Jelly Bellies in the following flavors (one set of each for each participant):
    - For white wine: Lemon, Juicy Pear, French Vanilla or Vanilla, Buttered Popcorn or Toasted Marshmallow, Green Apple
    - For red wine: Licorice, French Vanilla or Vanilla, and two red fruits (Very Cherry, Strawberry or Raspberry) and one blue fruit (Blueberry or Plum) optional: Dr. Pepper
- Note: Jelly Bellies can be purchased in bulk from candy stores or on-line at [www.jellybelly.com](http://www.jellybelly.com)*
- Plastic knives—optional: use for splitting Jelly Bellies if it is difficult to tear apart with fingers. Test the softness of your beans prior to the seminar.
  - Assemble one set of the white wine Jelly Bellies in the ‘W’ cup and one set of the red wine Jelly Bellies in the ‘R’ cup.
  - Stack them up so that they are easily transported and passed out just before your seminar.

- HANDOUTS:**
- ▶ Vino Lingo
  - ▶ Aroma Tree
  - ▶ Kobrand Taste Pyramid

#### POINTS TO EMPHASIZE:

- Discuss how difficult it can be to teach young or inexperienced people (particularly those under the legal drinking age) about tasting wine.
- Discuss the difference between “taste” (salt, bitter, sweet, sour) and “flavor” (strawberry, lemon, etc.). Reference the Kobrand Taste Pyramid. This exercise is about identifying and combining “flavors”.

#### THE PROCEDURE:

1. Start with the ‘W’ cup. Ask participants to cut each Jelly Belly in half and smell each individually.
  - a. What do they smell? Do they recognize the scent?
  - b. Make them guess (out loud or write it down).



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## THE JELLY BELLY EXPERIENCE

### — Layering of Flavors Continued

2. As they smell, have them create two like piles for the sets of Jelly Belly halves.
3. Once they have split and smelled each Jelly Belly, have them taste one set of Jelly Belly halves all at once.
  - a. Have them describe what is happening.
  - b. Do they experience individual tastes to begin with?
    - i. What are they?
    - ii. Do they match the smell?
  - c. What happens when the flavors combine?
    - i. Do you like it?

Note that often someone will describe a flavor that is not an ingredient – this is a great platform to discuss how taste is subjective! Does your grandmother make apple pie like my grandmother did (with green apples, nutmeg and a rich butter crust or with red apples, cinnamon and a light egg washed flaky crust)? My sensory memory may be different than yours simply because my experiences are different than yours.

For the ‘W’ wine, the vanilla and buttered popcorn or toasted marshmallow can signify barrel fermentation or oak aging, while the pear, apple and lemon flavors are often found in white wines (Chardonnay).

4. For the ‘R’ cup – split only the licorice Jelly Belly in half.
5. Taste the whole beans along with the licorice half.

For the ‘R’ wine, the vanilla can signify oak; the licorice gives a sensation of tannin as it gives a nice firm backbone. Notice how overpowering the licorice can be in the beginning, but after it has a chance to mix with the other flavors, they compliment each other to form a separate enjoyable flavor.

A winemaker often works with wine made in separate lots to create the final blend.

End by driving home the fact that wine and wine discovery should be FUN and that because it is subjective, there is no real “right” or “wrong”. If they can eliminate the intimidation, sales will follow.

*“Making wine is like having children;  
you love them all, but boy, are they different.”*

— BUNNY FINKLESTEIN, OWNER JUDD’S HILL WINERY



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