

KES | 101



# KOBRAND Wine & Spirits EDUCATIONAL SERIES

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## TASTING/EVALUATION

### **The Nose Knows** –Identifying Aromas

Facilitator's Guide

Aroma Tree (Handout)

Describing Wine (Handout)

The Nose Knows Score Sheet (Handout)



## THE NOSE KNOWS™

–Identifying Aromas

### OVERVIEW:

Aromas are abundant in wine and they are one of the elements that makes wine so interesting. This exercise helps participants to engage their nose to identify some common aromas found in wine. It works well for 20 participants or fewer and is an ideal activity for teams.

### GOAL:

Familiarize the audience with aromas commonly found in the most popular varietal wines. Help participants become more comfortable talking about wine and expand their vocabulary with more wine descriptors.

### TOOLS/PREPARATION:

- Two separate tables – one for white wines and one for red wines
- Wine to doctor (any simple white or red will work). One bottle of each is fine for 20 people. *You may choose to use a white and red wine that you are promoting that can be tasted at the end.*
- 8 wine glasses
- 8 cardboard coasters (can be found at a restaurant supply store or obtained from your local pub. Make sure the coasters are new and clean.)
- Sharpie marker
- Wine Awakenings Aroma Kit or Le Nez du Vin (*ordering information on last pages*)
- Pens or pencils
- Wines to pour after the smelling exercise (*optional*)

**HANDOUTS:** ▶ Aroma Tree  
▶ Describing Wine  
▶ The Nose Knows Score Sheet

### PROCEDURE:

1. White wines will be set up on one table and red wines on another.
2. Mark the bases of the wine glasses with the letters listed below. These are the recommended aroma essences from the Wine Awakenings Aroma Kit. You can also use Le Nez du Vin.

#### White Wines:

- A. Citrus
- B. Apple
- C. Melon
- D. Rose

#### Red Wines:

- E. Cassis
- F. Raspberry
- G. Cigar Box
- H. Leather



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Identifying Aromas Continued

3. Pour 2-3 ounces of white wine in each of the 4 different wine glasses.
4. Add 1-2 drops of identified essence to each glass. If you pour more or less than the recommended 2-3 ounces of wine, you will need to adjust the amount of essence added.
5. Immediately cover each glass with a cardboard coaster.
6. Repeat steps with red wine and essences.
7. Place appropriate aroma description cards (they come in the kit) on the table where the wine glasses are. Note: it is fun and adds value to the exercise if you offer more aroma description cards than there are aromas. It is more difficult, but this will help them to distinguish between similar aromas.
8. Put Aroma Tree, Describing Wine, score sheets and pencils at each placesetting.

### CONDUCTING THE EVENT:

- This event works well with teams. If you have a big group, divide into either 2 or 4 teams.
- Have two groups do white wine aromas. The other groups start with the red wine aromas.
- Have them go through the wines one by one.
- Give them 20 minutes – tell them this is timed. Keep them moving.
- They can swirl and sniff, but should not drink the altered wines.
- They should smell the wine and try to identify the main aroma, using aroma description cards for help if needed.
- The coaster covers should be replaced on the glass as soon as the sniffing is done.
- One person from each group should write down the final guesses.
- To keep things moving, provide a time warning when there are 10 minutes remaining, and again when there are 5 minutes remaining.
- Once the time has expired, have everyone return to his or her seats.
- Ask the teams, one by one, to read their answers.
- Unveil the key by reading off each letter and the essence that was added.
- Allow for general discussion. How did people do? What were the surprises? What were the easy ones? What were the difficult ones?
- Allow 5 minutes for people to go back and smell the wines once the key is known. This is important so that the brain can register a particular smell with a descriptor.



## THE NOSE KNOWS

Identifying Aromas Continued

### POINTS TO EMPHASIZE

- Aromas are the key to wine flavors (hold your nose and try to taste!).
- There are more than 10,000 identified scents, but we typically have an active vocabulary of 200 - 400 words.
- Training the nose is a matter of exposure and discipline and, like everything else, practice.

### OPTIONAL TASTING

Taste a white and red wine. Ideally, you will select a wine that has some of the same aromas as the essences selected. Use this opportunity to talk about the flavors that are apparent in the wine. For fun, have them taste the first wine holding their nose to emphasize the importance of aromas.

### FLAVORS IN WINE – WHERE DO THEY COME FROM?

- **Grapes** are wonderful for making wine because of all of the different aromas and flavors that they naturally produce. Each varietal has its own unique characteristics.
- **Viticulture** – care of the vines and vineyard
  - Benziger Winery uses “Farming for Flavors” vineyard techniques: opening the canopy by spreading out the vine and leaf pulling will allow more sunlight to reach Sauvignon Blanc. This helps produce more lemon-fruit character, rather than herbaceousness.
- **Winemaking Techniques** – two examples: barrel fermentation and barrel aging
  - Fermenting Chardonnay in a barrel will impart oaky flavors (and spice flavors including vanilla) that would not exist if stainless steel fermentation were chosen instead.
  - Aging red wines in oak barrels has a tremendous impact on the final wine. The barrel detail (the wood, the toast level, the age of the barrel) results in varied flavors such as caramel, burnt toast and licorice.

### WINE AWAKENINGS AROMA KIT

Available for purchase from IWA International Wine Accessories. There is a White Wine and a Red Wine Kit, each retails for \$150.00. However, a 10% discount is available through Kobrand. The Wine Awakenings White Wine Kit is item number WA12WHT #6149. The Red Wine Kit is item number WA12RED #6150. Wine Awakenings phone number is 800-527-4072, their website is [www.iwawine.com](http://www.iwawine.com).

*Each aroma kit contains 12 vials of different essences:*

#### White Wine Kit:

Peach	Butterscotch
Vanilla	Citrus
Oak/Cedar	Grass
Apple	Honey
Rose	Melon
Pear	Mineral

#### Red Wine Kit:

Cassis	Violet
Cherry	Plum
Cigar Box	Raspberry
Earthy	Mocha
Gamey	Oak/Cedar
Leather	Licorice/Anise



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### LE NEZ DU VIN WINE EDUCATION KIT

Also available for purchase from [www.winearomas.com](http://www.winearomas.com) is the Le Nez du Vin Kit. This advanced kit has 54 vials of key aroma essences. The master kit retails for \$399.00. The Duo Red & White Kit retails for \$229.00

From here, it would be a natural progression to flow into “How to Taste Wine”, “The Big Six Tasting” or the any of the “Food & Wine Affinity” modules.

*“Wine has been a part of civilized life for some seven thousand years.  
It is the only beverage that feeds the body, soul and spirit of man  
and at the same time stimulates the mind...”*

—ROBERT MONDAVI