

LE NEZ  
DU VIN

JEAN LENOIR



## Le Nez du Vin® The masterkit

**The reference work by Jean Lenoir for training your sense of smell.** Set in a sophisticated red case, **54 superb quality aromas** come to life in your scent memory for you to recognize in fine wines. **54 index cards** explain the real link between aromas and wine. **A guide-book** will accompany you with its rich illustrations and practical exercises to teach you how to taste wines the world over.

Carmine clothbound book box, size 294 x 382 x 55 mm, weight 3.750 kg.

**Make scents of wine! thanks to "Le Nez du Vin", the learning tool for amateur and professional wine lovers.** Available in English, French, German, Italian, Spanish, Dutch, Russian, Chinese (and Japanese in the 2000 edition format).



# 24

**Le Nez du Vin**®

**Duo**

**24 essential aromas** found in **red wines** and **white** (including **champagnes**). A general booklet on the sense of smell and wine-tasting. 24 illustrated explanations reveal how and in what types of wine these key aromas unfold. A variety of great wines from all over the world are given as examples.

**Plenty to get your nose into!**

Carmine clothbound book box, size 237 x 305 x 48 mm, weight 1,350 kg.

White wine aromas 1·2·4·6·8·10·24·27·37·47·48·50

Red wine aromas 12·13·15·17·18·29·30·32·36·40·43·54



# 12

## Le Nez du Vin® White Wines and Champagnes

**Focus on the 12 basic aromas found in white wine and champagne**, with an informative booklet on the sense of smell and wine-tasting. 12 illustrated texts explain how these key aromas appear and in what types of wine, **with examples among the world's finest white wines.**

Carmine clothbound book box, size 172 x 247 x 35 mm, weight 700 g.

The aromas 1·2·4·6·8·10·24·27·37·47·48·50



# 12

## Le Nez du Vin® Red Wines

**Focus on the 12 basic aromas in red wine**, with an informative booklet on the sense of smell and wine-tasting. 12 illustrated texts explain how these key aromas appear and in which types of wine, **with reference to the world's finest red wines.**

Carmine clothbound book box, size 172 x 247 x 35 mm, weight 700 g.

The aromas 12 · 13 · 15 · 17 · 18 · 29 · 30 · 32 · 36 · 40 · 43 · 54



# 12

## Le Nez du Vin® New Oak

**12 of the most representative “oaked” aromas of wine.** Some of these scents are naturally present in oakwood, while others are generated during the various stages of barrel production. This magnificent book unveils this secret.

**Essential companion to the 54 aroma edition.**

Carmine clothbound book box, size 172 x 247 x 35 mm, weight 750 g.

The aromas oak·green wood·coconut·clove·vanilla pod·woody·spicy·new leather·pharmaceutical notes·toast·furfural·liquorice·smoky



# 12

## Le Nez du Vin® Faults

**Wine's biggest flaws, and their cause.** Can they be cured or alleviated? How to tell immediately if a wine is corked, oxidized or shows reduction.

**The other essential companion to the 54 aroma edition.**

Carmine clothbound book box, size 172 x 247 x 35 mm, weight 600 g.

The aromas: vegetal·rotten apple·vinegar·glue·soap·sulphur·rotten egg·onion·cauliflower·horse·mouldy·earthy·cork



# 6

## Le Nez du Vin® The Nose Knows et Rosé

Discover six aromas that are to be found in a wide range of wines - or six aromas that are specific to rosé. To fix them in your mind is to give yourself the chance to recognise them when you find them in wines.

**A gift for the wine enthusiast or beginner which will win over both heart and tastebuds**

Carmine clothbound book box, size 133 x 90 x 25 mm, weight 186 g.

The Nose Knows aromas 2·10·13·15·29·48

Rosé aromas 2·5·12·13·20·28



# 36

## Le Nez du Café Passion

Jean Lenoir is back with this small jewel.

**36 olfactory musical notes**, the most characteristic aromas found in the world's coffees.

Limited edition, international design award.

An exploration as in-depth as that of wine, and which **will overwhelm coffee-lovers.**

Glossy wooden case, size 240 x 180 x 110 mm, weight 3,530 kg.



# 36

## Le Nez du Café Revelation

For everyone to have. **36 olfactory musical notes**, the most characteristic aromas found in the world's coffees.

An exploration as in-depth as that of wine, and which **will overwhelm coffee-lovers.**

A wooden box, size 260 x 150 x 85 mm, weight 1,850 kg.



# 6

## Le Nez du Café Temptation

**Discover 6 major aromatic notes of coffee.**

In what types of coffee do they appear?

An introductory course for the growing numbers of coffee lovers.

**Your cup of coffee will take on a new dimension.**

Cardboard box, size 140 x 100 x 30 mm, weight 215 g.

THE 54 AROMAS IN THE NEZ DU VIN®

FRUITY AROMAS: <sup>1</sup> LEMON · <sup>2</sup> GRAPEFRUIT

<sup>3</sup> ORANGE · <sup>4</sup> PINEAPPLE · <sup>5</sup> BANANA

<sup>6</sup> LYCHEE · <sup>7</sup> MELON · <sup>8</sup> MUSCAT · <sup>9</sup> APPLE

<sup>10</sup> PEAR · <sup>11</sup> QUINCE · <sup>12</sup> STRAWBERRY

<sup>13</sup> RASPBERRY · <sup>14</sup> REDCURRANT

<sup>15</sup> BLACKCURRANT · <sup>16</sup> BILBERRY

<sup>17</sup> BLACKBERRY · <sup>18</sup> CHERRY · <sup>19</sup> APRICOT

<sup>20</sup> PEACH · <sup>21</sup> ALMOND (KERNEL) · <sup>22</sup> PRUNE

<sup>23</sup> WALNUT · FLORAL AROMAS: <sup>24</sup> HAWTHORN

<sup>25</sup> ACACIA · <sup>26</sup> LINDEN · <sup>27</sup> HONEY · <sup>28</sup> ROSE

<sup>29</sup> VIOLET · VEGETAL AROMAS: <sup>30</sup> GREEN PEPPER

<sup>31</sup> MUSHROOM · <sup>32</sup> TRUFFLE · <sup>33</sup> YEAST · <sup>34</sup> CEDAR

<sup>35</sup> PINE · <sup>36</sup> LIQUORICE · <sup>37</sup> BLACKCURRANT

BUD · <sup>38</sup> CUT HAY · <sup>39</sup> THYME · <sup>40</sup> VANILLA

<sup>41</sup> CINNAMON · <sup>42</sup> CLOVE · <sup>43</sup> PEPPER · <sup>44</sup> SAFFRON

ANIMAL AROMAS: <sup>45</sup> LEATHER · <sup>46</sup> MUSK

<sup>47</sup> BUTTER · TOASTY AROMAS:

<sup>48</sup> TOAST · <sup>49</sup> ROASTED ALMOND · <sup>50</sup> ROASTED

HAZELNUT · <sup>51</sup> CARAMEL · <sup>52</sup> COFFEE

<sup>53</sup> DARK CHOCOLATE · <sup>54</sup> SMOKED

Le Nez du Vin<sup>®</sup> is the most original and efficient means of educating your scent memory. Keep it close to hand, use it regularly, inhale the aromas in the scent collection, stoke up your scent memory. Admit it, you never even realised you knew so much...

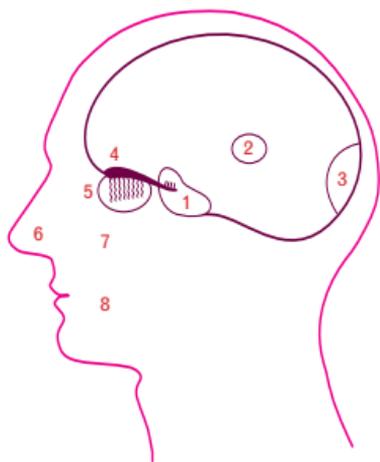
## Learn how to form your own opinion of the wines you drink

**The scent memory is the cornerstone of wine tasting. Practise regularly** and come back to the aromas you could not identify the day before. **Turn it into a game.** Choose an aroma at random, smell it and concentrate hard (don't refer to the key yet). Try to categorize it, put a name to it, then check. After a few weeks, you will have no problem pinpointing, recognising and naming the 54 aromas. It doesn't matter whether you use it with family and friends as a game or as an educational tool, once you start using it, you'll progress very quickly.

## Learn how to describe the taste of a wine yourself

To begin, choose a wine that is fairly characteristic and easily identifiable such as a Sauvignon or a Gewurztraminer... You'll discover the smell of blackcurrant bud in the former and lychee in the latter; in fact, you'll be surprised how many other scents you will recognize. Now compare what you have discovered with the aromas in the collection, then compare that aroma with other, similar ones. For instance when you try **strawberry**, smell the **raspberry** too, then **blackberry and bilberry**, then **rose and lychee** etc... Wine tasting will no longer seem such a highbrow procedure.

**Your sense of smell will be more finely tuned** and you will acquire the essential abilities for appreciating, evaluating and commenting on the wines you taste.



- 1 olfactory and taste centre
- 2 hearing centre
- 3 visual centre
- 4 olfactory receptor
- 5 yellow spot
- 6 outer nose
- 7 inner nose
- 8 tongue

## The sense of smell

### **The sense of smell is the sharpest of our senses**

To date, there is no more sensitive detector than the human nose. No scientific apparatus has the same amazing abilities!

Actually, the taster uses both his nose and his mouth to smell because all the elements that are perceived via the nose (the smell of wine in the glass) and via the retro-nasal passage (its aroma on the palate) combine and complement one another...

**Smelling the wine is the most important part of the wine tasting process** and it provides 80% of the enjoyment (remember you won't be able to taste anything at all if you have a cold).

# Testimonials

*"In our society there is disease and there are deficiencies. Lack of consideration, of love, of recognition are deficiencies that affect the soul. Even worse is our failure to use our senses to the full. The inability to see, feel, taste, and touch is a huge handicap. It is a failing that makes people feel inadequate, inferior, strangers unto themselves. Jean Lenoir ought to be acknowledged as a saviour for giving us the means to identify, recognise and most importantly, to put a name to aromas."*

**Jean-Philippe Derenne**, Professor of medicine

*"What is the point of refining wine-making techniques and increasing the legal arsenal of protections of authenticity, if the ultimate beneficiary, the wine drinker, is unable to discern a bad white wine from a good cider? Or if he does not understand the range of information provided on the label?"*

*Capable judgement of wines demands that the senses be trained and developed. To this end, Jean Lenoir's book is particularly useful and instructive."*

**Max Léglise**, Oenologist, Author of "Une initiation à la dégustation des grands vins"

*"... a precious instrument for the education of the sense of smell and the olfactory memory"*

**Emile Peynaud**, PhD, Author of "Traité d'œnologie", "Connaissance et travail du vin", "Le goût du vin"

The Nez du Vin provides you with the words you need to describe wine. Trade professionals, sommeliers, the off-trade and on-trade, lecturers, university oenological research centres, catering schools, oenologists, winemakers, wine clubs, and hundreds of thousands of wine lovers all use the Nez du Vin.



## The author: Jean Lenoir

Jean Lenoir: does he need any introduction? Born in Burgundy, his boundless enthusiasm, his accent and his work are a reflection of his identity.

In **1978 he pioneered wine's début into the world of culture** as a work of art thereby putting it on an equal footing with the fine arts. In **1981**, as a result of his research into vocabulary to describe wine, **he created the Nez du Vin®**, a unique and learned combination of written works and aromas that was an immediate success. Its originality astonished experts and amateurs alike.

### **Jean Lenoir fashioned the Nez du Vin**

He is acknowledged for his know-how, based on experience and a constant focus on quality. His scent kit has conquered the world!



## At the heart of Provence

### **Considerable wine-tasting expertise**

The presence of these aromas in wines is proven and identified in thousands of wines from all over the world, which are quoted as references, thanks to the work of Jean Lenoir and his team.

### **The quality of these aromas is irreproachable**

Each aroma is the result of in-depth analysis, a combination of compounds, subtle dosage, an extremely discriminating selection designed to produce the right aroma, that cannot be falsified and will remain extremely stable. Practise with confidence. These scents are startlingly realistic, and they are guaranteed to last more than 5 years!



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