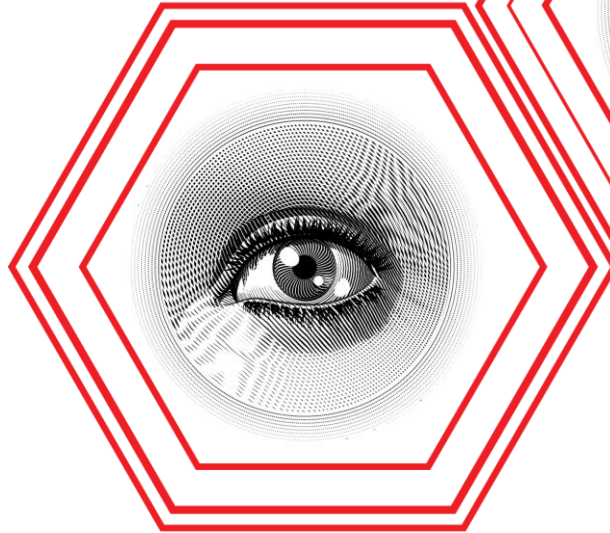


E X P L O R E
The Alchemy
of the Senses

BOISSET
Collection

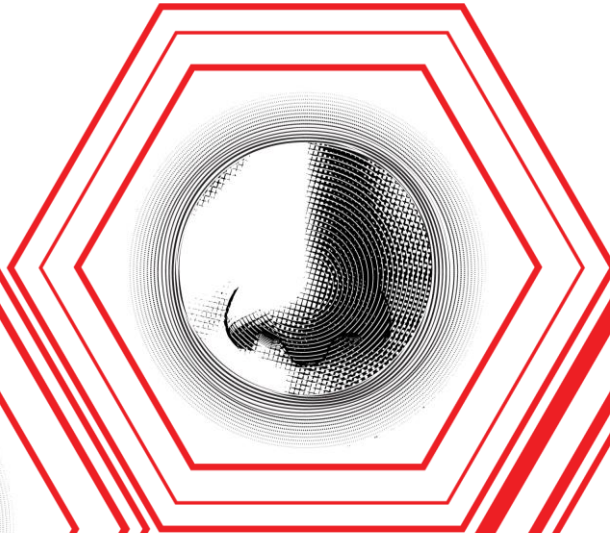


SIGHT

“They say we eat with our eyes.

In truth, we
drink
with our eyes
as well.”

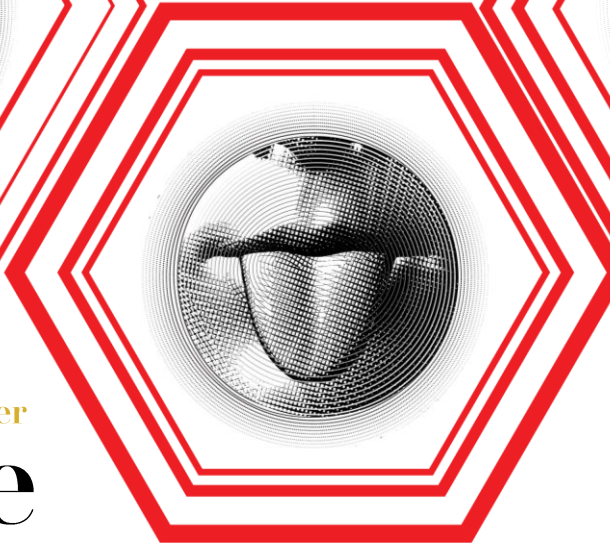
Wines can be as pale as spring water or as dark as India ink. Whites, reds and rosés offer an array of colors worthy of a jeweler’s setting whose hue changes over time. Whites grow deeper and more golden, while reds grow paler with age.



SCENT

“Let the wine whisper into your **nose** and tell you its tale.”

If wine is art, it is art for the nose. No other sense can fully appreciate wine’s layers of nuance and complexity. Indeed, everything about the wine glass in your hand is designed to enhance, concentrate and deliver wine’s olfactory magic – from its stem for ease of swirling to its capacious bowl’s expansive surface area. The wine offers up its secrets through the evaporation of its volatile components, which collect in a crystal column whose purpose becomes clear when we inhale their essence.



TASTE

“Wine does not simply **taste good.**

It amplifies the pleasure we take in tasting food, tasting love, tasting life.”

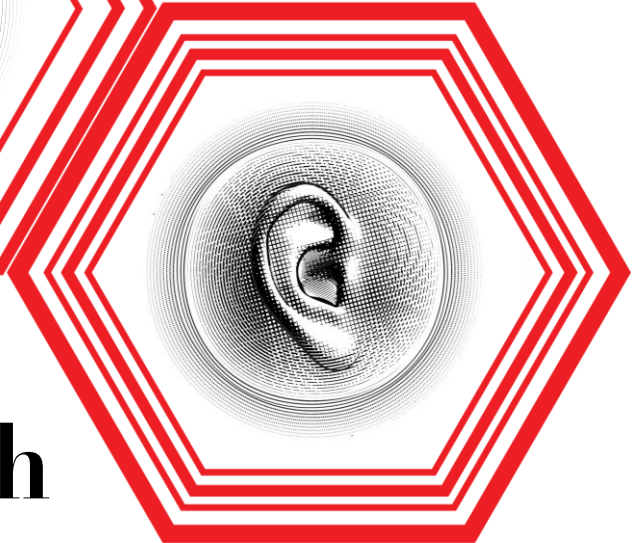
We call it ‘wine tasting’, but on their own, tastebuds can only detect sweetness and acidity in wine. When we take a sip though, olfactory scents transform into “flavors”. For a vivid illustration, try tasting a wine with your nose plugged first to see what the tongue alone can perceive.



TOUCH

“Wine’s textures **touch** the palate with an embrace that is both individual and intimate.”

Mouthfeel is a key dimension of the wine experience that is of particular importance in luxury wines. Wines range in texture from light and sheer to dense and full, reflecting the ripeness of their grapes, but also their degree of patient enrichment in barrels. The tannins found in red wines are tactile sensations as well, which can feel silky, velvety or even leathery, while sparkling wines greet us with their sly tickle of bubbles.



SOUND

“Both wine and music are **vibrational.** Close your eyes. Can you feel its resonance?”

You may not be able to hear your wine in its glass, but it is surely speaking to you. What experts call a wine’s “finish” is not just a lingering flavor, but a vibrational energy that reverberates on the palate after we swallow. Craftsmanship in wine can be judged by the duration of this uncanny sensation; truly great wines can “ring” for minutes on end, like the uncanny note of a silver bell hanging in the air.