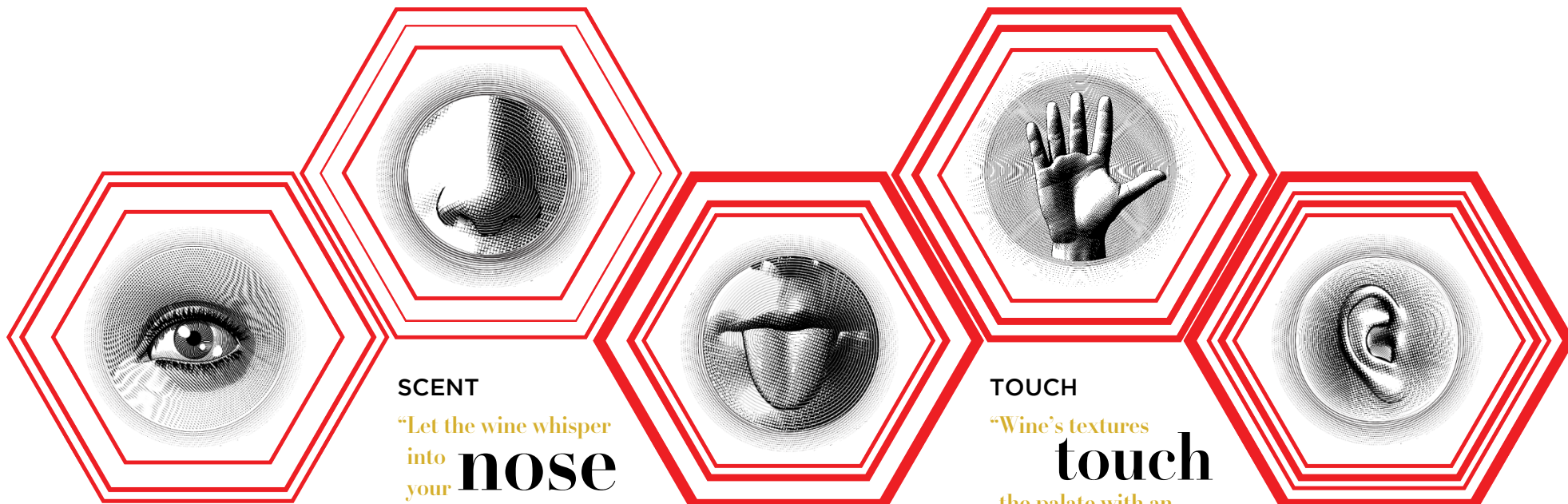


# JCB'S ALCHEMY OF THE SENSES EXPERIENCE: A BOISSET GUIDED WINE TASTING



## 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. Wine glasses are designed specifically to enhance wine’s olfactory magic. 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 tastebuds can detect only sweetness and acidity in wine. When we take a sip, olfactory scents transform into “flavors”. For a vivid illustration, try tasting a wine with your nose plugged to experience the limitations of 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, particularly in luxury wines. Wines range from light and sheer to dense and full, reflecting the ripeness of their grapes, but also their enrichment in oak barrels. The tannins found in red wines are tactile and can feel silky, velvety or even leathery, while sparkling wines offer a 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, but it is surely speaking to you. What experts call a wine’s “finish” is not just a lingering flavor after we swallow, but a vibrational energy that reverberates on the midpalate. Craftsmanship in wine can be judged by its duration; truly great wines can “ring” for minutes on end, like the long note of a silver bell.