

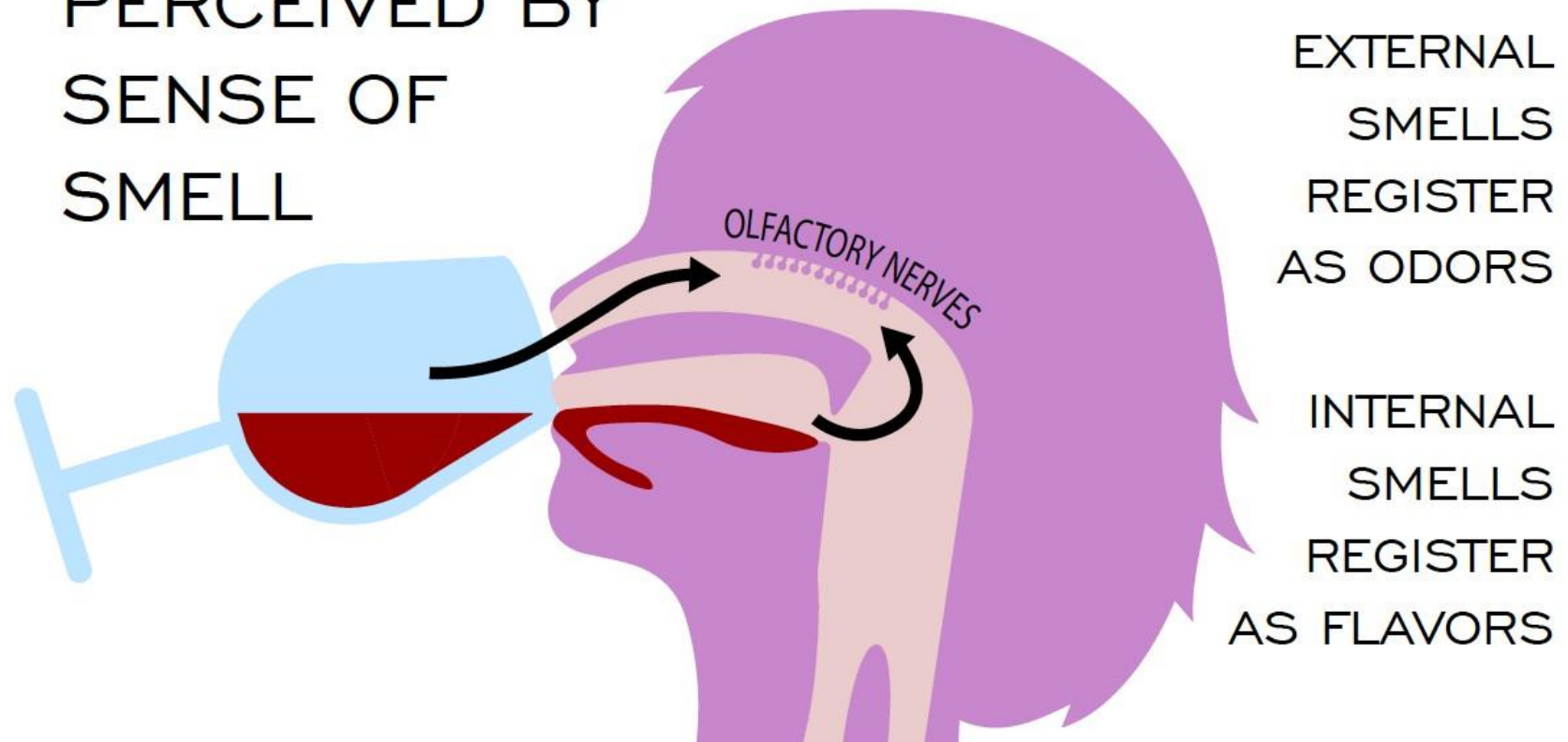
TRAINING WITH MARNIE

WINE: ART FOR THE NOSE

- The word 'taste' is informally used for all sensations located in the mouth
- Technically, though, these include true tastes, smells and tactile 'mouthfeel'
- Of these, smell is by far the most important in wine tasting
- Only a handful of wine traits are actually 'tasted' or 'felt'
- Thousands of distinct odors and flavors can be detected by smell

- Odors and flavors are both olfactory sensations
- We register them as smells when we sniff through the nose
- We incorrectly register them as 'tastes' when they enter via the mouth
- Grasping the taste/smell distinction makes it easier to understand formal wine terminology

**FLAVORS AND ODORS ARE BOTH
PERCEIVED BY
SENSE OF
SMELL**



EXTERNAL
SMELLS
REGISTER
AS ODORS

INTERNAL
SMELLS
REGISTER
AS FLAVORS