

WineAromaKit

KnowYourNose

D'arcBlu Marketing cc is the manufacturer and marketer of the **WineAromaKit**. It was the first of its kind in South Africa and is a Proudly South African endorsed product. It was introduced to the market at the end of 2003 and its quality and novelty has seen a steady increase in interest and sales.

The kit is aimed at wine lovers who are keen to learn more about the aroma's found in wine. It consists of 22 aromas commonly found in red & white wines, with the aromas of Biltong, Fynbos and Guava being specific to South African wines. The aroma's are listed as follows:

Cassis	Fynbos	Coffee	Melon
Cherry	Green Pepper	Biltong	Passion Fruit
Black Pepper	Lemon	Plum	Fig
Cedar	Grapefruit	Smoky	Guava
Spice	Lime	Banana	Tainted Cork
Chocolate	Pineapple		

The booklet that accompanies the kit is comprehensive in its explanation of how to use the kit in a fun way & how to apply your knowledge to different wines. There is information on wine varieties as well as lists of what aroma you can expect to find in most of the red & white wines you will taste. Note that the aroma's are only nosed & are not added to wine. The kit also includes nosing strips and a dropless disc. It is well presented in a wooden box with glass lid and is easy to use.

The aromas were accredited by a nosing panel headed by Christine Rudman, Cape Wine Master, and ex principal of the Cape Wine Academy, along with 7 other well known Cape Wine Masters, who are also journalists for wine magazines & judges for competitions. They were involved in extensive nosing sessions to ensure that the final aromas were accurate in terms of strength and a true reflection of the aroma actually found in wine.

