

LE NEZ

DU VIN

LE NEZ

DU

WHISKY

LE NEZ

DU CAFÉ

Identifying and popularizing our cultural heritage of smells and tastes, making sense of scents, such is the purpose of our publishing house.

Le Nez du Vin, **Le Nez du Café**, and **Le Nez du Whisky** each comprise a book and a collection of aromas. They represent three olfactory alphabets, offering a language to talk about three fruits of the land: grapes, coffee and barley. They teach you the notes you need to read the music and play scales. You will develop your ability to recognize and memorize.

You can use Le Nez as educational material or as a party game, and train your nose whether you are a novice, a connoisseur or a professional.

Explore, breathe in the aromas of the various collections, replenish your olfactory memory. As you enrich it, you will enhance your tasting skills.

You will no longer smell by hearsay

Your olfactory memory is the cornerstone of tasting. Practice, pick out aromas by chance, nose carefully, try and name them, check. In a few weeks, for sure, you will be able to identify the aromas, the keys to recognizing what you are going to taste.

Let **Le Nez du Vin**, **Le Nez du Café** and **Le Nez du Whisky** be your teacher, your guide or a game you play with friends and family. Just get started and you will make quick progress.

You will no longer taste vicariously

Go ahead, choose an “instructive” wine, coffee or whisky, i.e. one with readily detectable, typical aromas: Gewurztraminer, Colombian coffee, or Islay single malt whisky. You will discover litchi in the wine, caramel in the coffee and peat in the Scotch.

Then check it against the collection, compare the aromatic note with related ones: rose or lychee?

Butter or caramel? Peaty or smoky?

Tasting will take on a whole new dimension for you. Your perceptions become increasingly acute. You acquire the skills you need to appreciate, judge and comment on the wine, coffee or whisky you taste.

Olfaction

Olfactory perception is the sharpest of our five senses

No sensor is as powerful as the human nose. No scientific apparatus possesses such amazing abilities. Both nose and mouth are involved in tasting. We might say that the palate is in the nose, as what is perceived by the nose (smell) and retro-nasally (aroma in the mouth) blends together and complements each other.

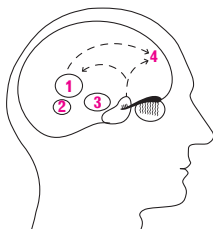
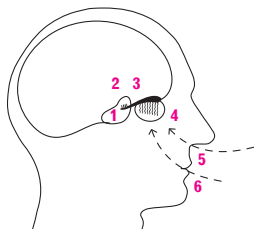
Olfaction is the prevailing sense involved in tasting wine, coffee or whisky, accounting for 80% of tasting perceptions (remember that you can hardly taste anything when you have a cold).

Detecting aromas

- 1 Piriform cortex
- 2 Olfactory tract
- 3 Olfactory bulb
- 4 Olfactory epithelium
- 5 Direct olfaction
- 6 Retronasal olfaction

Recognizing aromas

- 1 Thalamus
- 2 Hypothalamus (pleasure)
- 3 Hippocampus (memory)
- 4 Frontal cortex (conscience)



Testimonials

“My compliments for this fine piece of work, as original as it is admirable, and all my wishes for success with tasters and lovers of this odoriferous box, this living dictionary of smells, thanks to which all scents are now within arm’s reach.”

Emile Peynaud, Doctor of Engineering, author of *Traité d’Oenologie*, *Knowing and Making Wine*, and *The Taste of Wine*.

“Le Nez du Vin came as a turning point in 1981. It gave people in the trade, and the public at large even more perhaps, a simple tool that made even the shyest and humblest comfortable with tasting gurus. The work of Jean Lenoir is not done yet, for the next generations need and will always need the references he offers us in such a convenient form. While the idea is simple, its production shows scientifically proven, meticulous care, the fruit of in-depth research, and stands witness to a mind in a constant quest for perfection.”

Robert Tinlot, honorary president, International Organisation of Vine and Wine (OIV)

The Author: Jean Lenoir

Jean Lenoir has had worldwide recognition as the pioneer of the culture of olfaction for more than 30 years.

Born and raised in Burgundy, his enthusiasm, his accent and his work bear witness to his identity.

In 1978 he introduced wine into the world of culture as a work of art, putting it on an equal footing with music and painting, which was a revolutionary idea at the time.

In 1981, in his search for a vocabulary to describe wine, one of the major difficulties in wine tasting, he created Le Nez du Vin. This original, unique work combining writings and scents sparked immediate surprise and admiration from all, specialists and neophytes alike.

In 1997, at the request of the “Federación Nacional de Cafeteros de Colombia”, Jean Lenoir created Le Nez du Café.

In 2013, he worked with renowned experts to develop Le Nez du Whisky, 54 aromatic notes to enhance your appreciation of whisky.

Editions Jean Lenoir's recognition relies on know-how, experience and relentless attention to quality. By telling the story of the wonderful pleasure of tasting in such an entertaining and educational form, Jean Lenoir has captivated the world.

Considerable tasting expertise

The presence of aromas in wine, coffee and whisky is pertinent and substantiated by thousands of references provided as examples, thanks to the research work of Jean Lenoir and his team.

The quality of these aromas is irreproachable

In fragrant Provence, the land of aromas, our flavorist spends her days creating and honing our aromas. Each aroma is the result of careful analysis, combining of compounds, subtle dosage, a highly discriminating selection to devise the precise, extremely stable aroma that cannot be falsified. Practice with confidence. These scents are strikingly realistic, and they are guaranteed to last more than 5 years.

Registered international trademarks and designs. Made in France.



Book-objects, artist's books

Breaking from the conventional way we relate to books, they appeal to several senses: not only sight and touch, but also smell.

They are designed by graphic artists.

In 2006, Evelyn ter Bekke and Dirk Behage gave a new colorful design to the entire Nez du Vin collection, which has become a reference.

They translated the equally rich aromatic personality of whisky into a strong piece of work, where materials and shapes unite with talent.

Le Nez du Café is the work of designer Roger Pfund. Le Nez du Café 36 aromas Passion won an award for “high design quality” from the famous Design Center in Essen (Design Zentrum Nordrhein-Westfalen).

Our collections are made in France in accordance with the tradition of fine crafts (*métiers d'art*).

The 54 aromas in the Nez du Vin®

FRUITY NOTES: ¹ **LEMON** • ² **GRAPEFRUIT** •
³ **ORANGE** • ⁴ **PINEAPPLE** • ⁵ **BANANA** •
⁶ **LYCHEE** • ⁷ **MELON** • ⁸ **MUSCAT** • ⁹ **APPLE** •
¹⁰ **PEAR** • ¹¹ **QUINCE** • ¹² **STRAWBERRY** •
¹³ **RASPBERRY** • ¹⁴ **REDCURRANT** •
¹⁵ **BLACKCURRANT** • ¹⁶ **BILBERRY** •
¹⁷ **BLACKBERRY** • ¹⁸ **CHERRY** • ¹⁹ **APRICOT** •
²⁰ **PEACH** • ²¹ **ALMOND (KERNEL)** •
²² **PRUNE** • ²³ **WALNUT** • FLORAL NOTES:
²⁴ **HAWTHORN** • ²⁵ **ACACIA** • ²⁶ **LINDEN** •
²⁷ **HONEY** • ²⁸ **ROSE** • ²⁹ **VIOLET** •
VEGETAL NOTES: ³⁰ **GREEN PEPPER** •
³¹ **MUSHROOM** • ³² **TRUFFLE** • ³³ **WINE**
LEES • ³⁴ **CEDAR** • ³⁵ **PINE** • ³⁶ **LIQUORICE** •
³⁷ **BLACKCURRANT BUD** • ³⁸ **CUT HAY** •
³⁹ **THYME** • ⁴⁰ **VANILLA** • ⁴¹ **CINNAMON** •
⁴² **CLOVE** • ⁴³ **PEPPER** • ⁴⁴ **SAFFRON** •
ANIMAL NOTES: ⁴⁵ **LEATHER** • ⁴⁶ **MUSK** •
⁴⁷ **BUTTER** • TOASTY NOTES: ⁴⁸ **TOAST** •
⁴⁹ **ROASTED ALMOND** • ⁵⁰ **ROASTED**
HAZELNUT • ⁵¹ **CARAMEL** • ⁵² **COFFEE** •
⁵³ **DARK CHOCOLATE** • ⁵⁴ **SMOKY NOTE**



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. Make scents of wine! thanks to “Le Nez du Vin”, the learning tool for amateur and professional wine lovers.

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

Available in English, French, German, Italian, Portuguese, Spanish, Dutch, Russian, Chinese and Japanese.



24

Le Nez du Vin®
Le 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.
Made in France.

White wine aromas (See list on the back):

1·2·4·6·8·10·24·27·37·47·48·50

Red wine aromas (See list on the back):

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.
Made in France.

White wine aromas (See list on the back):

1·2·4·6·8·10·24·27·37·47·48·50



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.
Made in France.

Red wine aromas (See list on the back):

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.
Made in France.

New Oak aromas:

oak • green wood • coconut • clove • vanilla pod • woody-spicy •
new leather • pharmaceutical notes • toast • furfural • liquorice •
smoky note



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.
Made in France.

Faults aromas:

vegetal · rotten apple · vinegar · glue · soap · sulphur · rotten egg ·
onion · cauliflower · horse · mouldy-earthy · cork



6

Le Nez du Vin® The Nose Knows

Discover six aromas that are to be found in a wide range of wines. 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.
Made in France.

The Nose Knows aromas (See list on the back):

2·10·13·15·29·48



12

Le Nez de l'Armagnac®

Hone your senses to the secrets of Armagnac:
from the subtle aroma of linden characteristic of
brandy flowing from the still to the aromatic palette
provided by long aging in wood, 12 notes that
punctuate and tell the story of the life of Armagnac,
from the prime of youth to full maturity.
An invitation to enter the enticing world of France's
oldest brandy, rich with 700 years of tradition!

Carmin red cloth-bound display box, size: 172 x 247 x 35 mm,
weight: 700 g. Made in France.

Le Nez de l'Armagnac aromas:

linden · honey · pear · quince · prune · candied orange · walnut ·
leather · oak · vanilla · pepper · cocoa

The 36 aromas in the Nez du Café®

EARTHY NOTE: ¹ **EARTH** • VEGETABLE NOTES:

² **POTATO** • ³ **GARDEN PEAS** • ⁴ **CUCUMBER** •

DRY/VEGETAL NOTES: ⁵ **STRAW** •

WOODY NOTE: ⁶ **CEDAR** • SPICY NOTES:

⁷ **CLOVE-LIKE** • ⁸ **PEPPER** • ⁹ **CORIANDER**

SEEDS • ¹⁰ **VANILLA** • FLORAL NOTES:

¹¹ **TEA-ROSE/REDCURRANT JELLY** •

¹² **COFFEE BLOSSOM** • ¹³ **COFFEE PULP** •

FRUITY NOTES: ¹⁴ **BLACKCURRANT BUD** •

¹⁵ **LEMON** • ¹⁶ **APRICOT** • ¹⁷ **APPLE** •

ANIMAL NOTES: ¹⁸ **BUTTER** • ¹⁹ **HONEYED** •

²⁰ **LEATHER** • TOASTY NOTES: ²¹ **BASMATI**

RICE • ²² **TOAST** • ²³ **MALT** • ²⁴ **LIQUORICE** •

²⁵ **CARAMEL** • ²⁶ **DARK CHOCOLATE** •

²⁷ **ROASTED ALMONDS** • ²⁸ **ROASTED**

PEANUTS • ²⁹ **ROASTED HAZELNUTS** •

³⁰ **WALNUTS** • ³¹ **COOKED BEEF** • ³² **SMOKY**

NOTE • ³³ **PIPE TOBACCO** • ³⁴ **ROASTED**

COFFEE • CHEMICAL NOTES: ³⁵ **MEDECINAL** •

³⁶ **RUBBER**



36

Le Nez du Café® Passion

Jean Lenoir strikes again with a work of art.

Limited edition. International design award.

36 olfactory music notes, the major ones found in the world's coffees.

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

Coffee Passion 36 aromas:

Lacquered wood box set. Size: 24 x 18 x 11 cm, weight: 3.53 kg.
Made in France.



36

Le Nez du Café® Revelation

36 aromas for you to smell and memorize.

The illustrated book describes the aromatic group of each aroma, its odoriferous features and its presence in the world's coffees, as well as the art of coffee growing, roasting and brewing.

Designed for both professionals and amateurs who wish to improve their knowledge.

Coffee Revelation 36 aromas:

Wood box, size: 26 x 15 x 8.5 cm, weight: 1.85 kg. Made in France.
Same aromas and explanatory booklet as Le Nez du Café Passion.



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.

Made in France.

Coffee Temptation 6 aromas:

garden peas • blackcurrant bud • butter • caramel • roasted peanuts •
roasted coffee

The 54 aromas in the Nez du Whisky®

FLORAL NOTES: ¹ **BLACKCURRANT BUD** ·

² **GERANIUM** · ³ **HONEY** · ⁴ **ROSE** ·

⁵ **TOBACCO LEAF** · ⁶ **HAY** · ⁷ **GREEN GRASS** ·

FRUIT NOTES: ⁸ **PINEAPPLE** · ⁹ **CHERRY** ·

¹⁰ **PEACH** · ¹¹ **PEAR** · ¹² **APPLE** · ¹³ **LEMON** ·

¹⁴ **MANDARIN** · ¹⁵ **ORANGE** · ¹⁶ **POMELO** ·

¹⁷ **DRIED FIG** · ¹⁸ **WALNUT** · ¹⁹ **PRUNE** ·

WOODSY NOTES: ²⁰ **OAK** · ²¹ **RESINOUS** ·

²² **SHERRY** · ²³ **TOASTED ALMOND** ·

²⁴ **TOASTED HAZELNUT** · ²⁵ **COCONUT** ·

²⁶ **CARAMEL** · ²⁷ **CHOCOLATE** · ²⁸ **CUSTARD** ·

²⁹ **VANILLA** · ³⁰ **ANISE** · ³¹ **CINNAMON** ·

³² **GINGER** · ³³ **HERBS** · ³⁴ **MINT** · ³⁵ **NUTMEG** ·

³⁶ **ALLSPICE** · ³⁷ **BLACK PEPPER** ·

³⁸ **LIQUORICE** · ³⁹ **EARTHY** · GRAIN NOTES:

⁴⁰ **BISCUIT** · ⁴¹ **COFFEE** · ⁴² **TOAST** ·

⁴³ **MALT** · ⁴⁴ **BUTTER** · ⁴⁵ **LEATHER** ·

⁴⁶ **BROILED MEAT** · PHENOLIC NOTES:

⁴⁷ **SMOKY NOTE** · ⁴⁸ **PEAT** · ⁴⁹ **SEAWEED** ·

⁵⁰ **SEASHELL** · ⁵¹ **MEDICINAL** · ⁵² **RUBBER** ·

⁵³ **TAR** · ⁵⁴ **SULFUR**



54

Le Nez du Whisky®

54 aromas make up the DNA of this marvelous spirit, with floral, fruity, spicy, toasty, woody, vinous, phenolic, peaty and marine notes. The classification is presented in families on an aroma wheel included in the box.

This unique work will take you on an exploration of whiskies from Scotland and other parts of the world, through the writings of renowned specialists and superb illustrations.

Book-object dressed in delicately embossed deep black, with white screen printing. High-quality design.
Size: 31.5 cm x 21 cm x 8 cm. Weight: 3.7 kg. Made in France.



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