

RECOMMENDATIONS ON HOSTING A CLEF DU VIN TASTING

A. WINE SELECTION -

Wine selection is absolutely crucial for an effective demonstration. Although Clef du Vin is effective on all wines, it will only improve the ones with aging potential. Here are a few wine suggestions for Clef du Vin tastings:

Reds: We recommend tannic wines from quality vineyards. Tannins tend to be the best indicator of a wine's aging capacity. In old world regions, young (2000-2002) Bordeaux Cru Classe and Chateau Neuf du Pape (France) or high quality Sangiovese and Barolo (Italy) generally are an excellent selection because they tend to have a remarkably long aging potential (5-20 years) and improve remarkably with age. In new world regions (Australia, California, South America), we recommend high quality wines from tannic grape varieties such as Shiraz, Carbernet Sauvignon, Red Zinfandel.

Whites: For sweet whites, Loupiac or Sauternes (from the Bordeaux region) are good picks for a demonstration. For dry whites, they are mostly meant to be drunk young.

Ideally, you would want to test Clef du Vin on the selected wine before you do the actual demonstration. Then, during the demonstration, you will know precisely how this particular wine will evolve at different second intervals and when it will die. As a result, you will be much more in control of the tasting.

ESTIMATED AGING POTENTIAL FOR MOST WINE TYPES

	Wine Type	Expected Aging Potential
#1	Bordeaux, Red	5-20 years
#2	Sauternes and other sweet whites	5-15 years
#3	Cabernet Sauvignon	5-15 years
#4	Shiraz	5-12 years
#5	Sangiovese & Barolo	5-10 years
#6	Zinfandel, Red	5-10 years
#7	Rioja	4-10 years
#8	Bordeaux, White	4-10 years
#9	Merlot	2-8 years
#10	Chianti	0-7 years
#11	Pinot Noir	0-5 years
#12	Chardonnay	0-4 years
#13	Sauvignon Blanc	0-2 years
#14	Zinfandel, White	0-1 years
#15	Beaujolais Nouveau	None

B. RECOMMENDED STEPS TO PERFORM A CLEF DU VIN TASTING

Start by preparing two glasses per attendee. One glass will be the test glass and the other will be the control glass for objective comparison. Please use this series of recommended steps during the tasting:

1. Serve each attendee the selected wine in its two glasses.

Pour approximately 10 cl. or 4 ounces of wine (the quantity of a normal glass size) into both glasses.



2. Show the audience which one is their control glass and which one is their test glass.



3. Ask the audience to taste the wine in the control glass and to memorize its structure and aromas.

If the audience is composed of beginners, it can be helpful to describe them the characteristics of the wine served to get a better grasp on the wine's characteristics they are tasting.



4. Go around the table dipping the Clef du Vin into the test glass for 1 or 2 seconds depending on the wine's aging potential.

If you haven't tested Clef du Vin on the wine beforehand, I would recommend 1 second for white wines and 2-4 seconds for a red wine depending on how tannic and full-bodied in the wine.



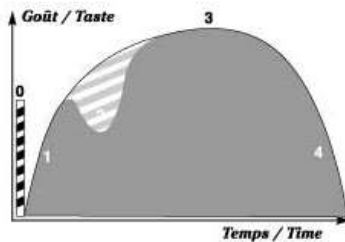
5. Invite your audience to taste the treated glass to find out how the wine will taste like in 1 or 2 years.

Note that your audience may notice a dramatic change (good or bad) or no change at all at this phase. It depends entirely on the aging potential of the particular wine you are testing.



6. Then, dip the Clef du Vin again in the test glass for another one or two seconds. But, first taste the control glass before the test glass to have a sound basis of comparison.

7. Continue dipping Clef du Vin until this particular wine will begin deteriorating.



It's important to bring the wine to the end of its life to understand the overall aging potential of the wine. It will not only allow your audience to know at what time period they enjoyed the wine the most but also in how many years this particular wine will die.

The goal of the tasting is that attendees know two things about the tested wine: 1) after how many seconds they liked the wine the most 2) in how many years the wine will die.