



THE JOY OF IN THREE

EXPERIEN CING WINE DIMENSIONS



PERCEPTION IN THREE DIMENSIONS

The position in which you hold an EDI THE NOSE glass determines how you perceive a liquid in the nose and palate, with your sensory impressions evolving as follows:

1. NOSE IN FRONT - DIMENSION OVERVIEW

The wine makes contact with the front and middle portions of the tongue. Superficial characteristics such as aroma and flavour are clearly captured. The finish tends to be on the short side.



2. NOSE BEHIND - DIMENSION DEPTH

The wine washes over the middle and back portions of the tongue, revealing its full potential in terms of volume, concentration and structure. Good wines will show exceptional length on the finish.



3. NOSE SIDEWAYS - DIMENSION BALANCE

The wine hits the front and side portions of the tongue. Its balance (of sweetness and acidity) is discernible. The wine feels livelier; its acidity and fruit are accentuated.



TASTING THE DIFFERENCE

Experience the difference yourself by pouring 0.11 of wine into an EDI THE NOSE glass and then into a conventional wine glass of similar shape and size.

Now follow steps 1 to 4.

Do not drink any water or eat anything over the course of these steps.





Taste the wine in your conventional glass.





Immediately after doing so, taste the same wine in the EDI THE NOSE glass – firstly in the "Nose in front" position and then in the "Nose behind" position.





Now taste the wine in your conventional glass again.

Do you notice the marked difference?

RANGE OF GLASSES

EDI THE NOSE glasses not only offer a singular wine experience but are also suitable for aperitifs, non-alcoholic beverages and spirits. Hand-blown EDI THE NOSE crystal glass is dishwasher-safe and available in five different styles.



UNIVERSAL GLASS

Suitable for water, sparkling wines, light white and red wines (for everyday drinking), dessert wines and spirits; also recommended for tasting purposes.

height: 238 mm diameter: 83 mm

BURGUNDY GLASS

Suitable for Pinot Noir, Grenache, Barbera, Amarone, Zweigelt, St. Laurent, Primitivo, Zinfandel, Chardonnay and Viognier, as well as for mature Syrah, Barbaresco and Barolo.

height: 210 mm diameter: 113 mm

BORDEAUX GLASS

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Suitable for Cabernet Sauvignon, Cabernet Franc, Merlot, Syrah, Chianti, Blaufränkisch, Malbec, Riesling, Sauvignon Blanc and Grüner Veltliner.

height: 248 mm diameter: 96 mm

BURGUNDY LARGE GLASS

This glass has been specifically produced for elite wines from the finest vintages; see "Burgundy glass" for recommended wine styles.

height: 223 mm diameter: 126 mm

BORDEAUX LARGE GLASS

This glass has been specifically produced for elite wines from the finest vintages; see "Bordeaux glass" for recommended wine styles.

height: 256 mm diameter: 104 mm

For detailed information about the EDI THE NOSE range of glasses, as well as prices, ordering options and terms of delivery, please visit www.edi-the-nose.com.

EDI THE NOSE

Edi Graf – sensory expert, wine merchant, restaurateur and winemaker extraordinaire – is the mastermind behind EDI THE NOSE. Thanks to this innovative range of glasses, it is now possible to experience and enjoy wine in three dimensions, based on the idea of "sequence dynamics" that Graf – a former Swiss wine-tasting champion – applies to sensory perception. In his role as winemaker, Graf consults on making blends with a number of wine estates. He also advises wineries in relation to new projects. For information regarding consultations, sales, training, wine tasting and events, please visit www.edi-the-nose.com. At Restaurant La Bouteille, his gourmet establishment situated in the Swiss municipality of Stäfa, Graf takes his guests on a culinary journey through the world of sensory perception. For more information about Edi Graf and his various business ideas, please visit www.invinovita.ch and www.edi-the-nose.com.



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