

Sparkling Fragrances

The intersection of wine and perfumery

The Fragrance Foundation recently hosted an event exploring the crosscurrents of sparkling wine and fine fragrance. Following an introduction by Jeffrey Pogash (Moët Hennessey USA) and host Mary John Baumann, two perfumers—Jim Krivda (Mane) and Laurent LeGuernec (IFF)—shared their insights into six wines from around the world and the fragrances they formulated in response. As Baumann explained, sparkling wines hail from regions beyond just the French Champagne region, including Italy, Spain, Germany and the United States. All of these wines are produced via a complex, labor-intensive nine-step process, including two fermentations—one in and one out of bottle. (The legendary Dom Perignon is credited with innovating the use of heavy glass bottles to withstand carbon dioxide pressure resulting from secondary fermentation in-bottle.) Sugar and yeast are added to wine as it ferments in-bottle and then each bottle is left to rest on lees (or sediment) to build complexity of flavor. The lees are eventually disgorged from the bottle. The final product is then judged by appearance (grape type and character as affected by soil and climate, age, etc.), aroma (ex: Is it clean?) and palate (consistency, lingering quality, etc.).

In sparkling wines, the bubbles serve to bring aromas to the surface. LeGuernec noted that when presented with Ruinart Blanc de Blancs from Reims, France, he found fresh, crisp and clean aspects with a brioche note. In his fragrance interpretation, he used materials such as orange flower, lavender, mandarin, lime and bergamot in a scent characterized by mineral/soil notes within a fresh, bracing modern cologne with an aromatic top note and brioche-musk effect. Meanwhile, he found a Graham Beck Brut Rose from Robertson, South Africa to have a fruity, grapey taste. Using Turkish rose and Indian jasmine in his olfactive interpretation, LeGuernec picked up on dry, raspberry, liquor, smoky and woody effects with a leathery finish. Next, Krivda presented his twist on Ruinart Rosé from Reims, France. The wine, aged for



◀ Perfumer Jim Krivda (Mane), host Mary John Baumann (Nose in a Glass) and perfumer Laurent LeGuernec.



Audience members were presented with accords and finished scents corresponding with six sparkling wines from around the world.

three years, was less fruity than other rosés. Krivda found that he was reminded of the smell of breakfast with his mother and so pursued impressions of almond, brioche, pistachio and a macaroonlike impression, coupled with woody minerality. The subtle, sheer scent was constructed around rose. For a rare 1985 Veuve Clicquot Rosé—a dry, low-carbonation wine—LeGuernec found black truffle, deep berry, stewed fruit, mild spice and woody notes. His finished scent was a vintage musk with floral-fruity, powdery and aromatic facets. Krivda's light, effervescent take on La Spinetta Moscato "Bricco Qualgia" from Piedmont, Italy took on elements of the wine's guava, passion fruit, cold apple, pear, peach and apricot sweetness. Finally, Krivda tackled a Shingleback Black Bubbles Sparkling Shiraz from McLarenvale, Australia. The wine had a black currant facet, while the final fragrance encompassed elements of smoke, raisin, raspberry, pomegranate and Australian sandalwood.

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