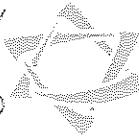


לבסומי בפוריא

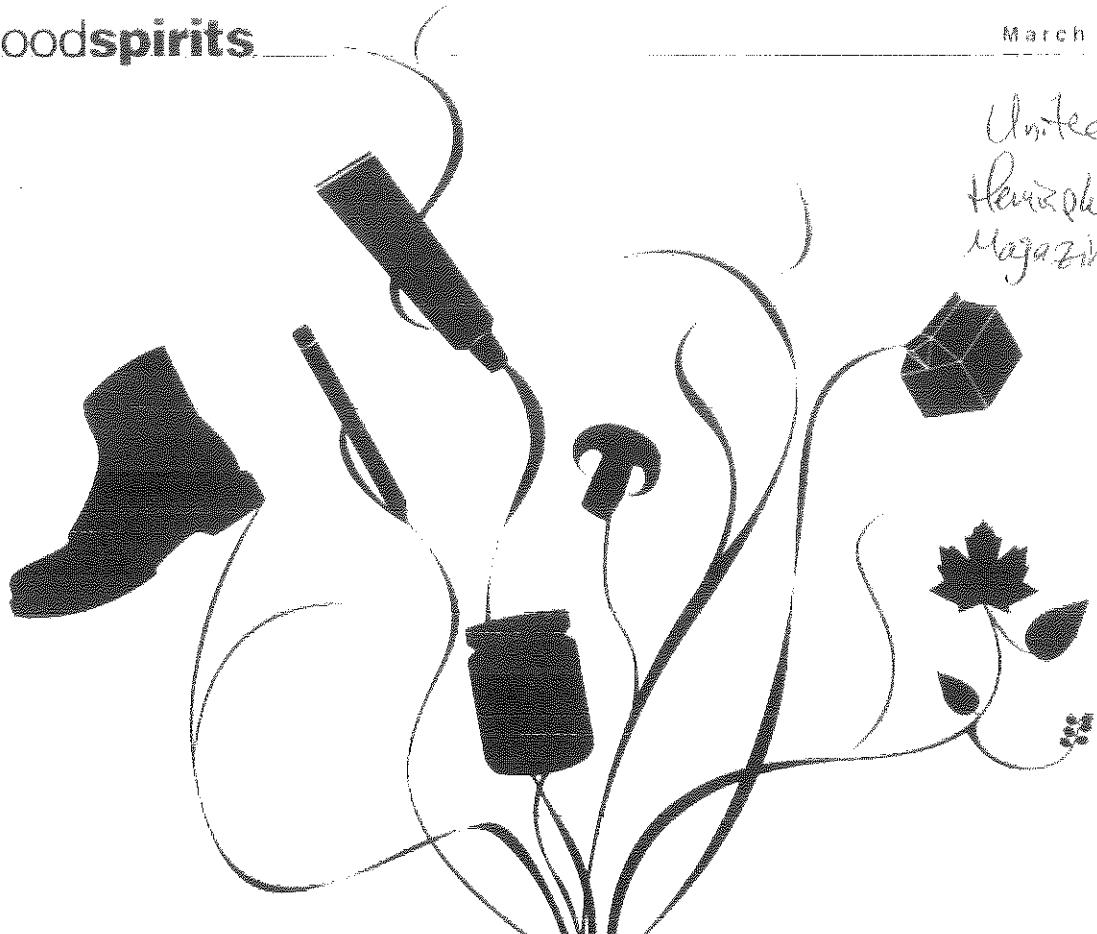
The Fine Aroma of Wine



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United Airlines
Hemisphere
Magazine



Smell Bound

Wine critics are fond of finding the most exotic images of everything under the sun to describe their wines. All of which could one wonder... exactly, are these people drinking?

by Edward Lewine

FEW OF US HAVE INHALED the aroma of a wet pebble with any exhaustless of purpose, and it's the rare person who's tasted gooseberry. Yet, wet pebbles and gooseberries are quite often used to describe wines in those fussy and impenetrating tasting notes you read in restaurant wine lists, wine store display cards and the columns of wine critics. You know what I'm talking about—the paragraph-long blurbs on wine, written by so-called experts.

The distinguished and now deceased British wine critic Auberon Waugh, the novelist Evelyn Waugh was his, much doubted that any written description could convey the



flavor of wine to a reader. Tongue planted firmly in cheek, he suggested that wine writing therefore had "campaed up" a bit, if only for entertainment value. "Bizarre and improbable side-tastes should be proclaimed," he wrote, "mushrooms, burning wood, black treacle, burned pencils, condensed milk, soap, the smell of French railway stations or ladies' underwear."

He was kidding, but you wouldn't know that to read today's wine criticism. Leaving aside panes and the Gare du Nord, such off-the-wall descriptors are now common.



When it comes to wine, the nose knows. Or does it?

place. The question is, do they pass the sniff test? I flipped open a popular American wine suggestion manual recently and found a wine with four words that are described as a combination of "basted butter," "beefsteak," and "blanched almond." A Rhône red was said to smell of "burned chardonnay," "big pears," and "charcoal barbecue."

The bizarre reference points pile up whenever wine is described. Melded flavors, scorched earth, wood smoke, seaweed and saddle leather—these wine experts these days seem to be locked into a snobbish singularity. "Descriptions are passing, more dead, absolutely," says Doug Eichlefeld, a wine consultant and a former wine buyer for the British Columbia wine importers group. "There's a race to be the most generic and abstract."

Whatever the experts can or cannot have, you'd be hard pressed to find anyone, even in the wine business, who thinks the casual drinker can pick up an olfactory intuition like "burned butter" and "grapefruit" from a glass.

ed, fermented grape juice. As Guy Viatorekuk, the influential and irreverent wine professor, says, "Toasted, purple, red wine, green bell red wine?"

So am I wine connoisseur, really picking up on all those volatile flavors? And it's so...so anyone else?

The Monell Chemical Senses Center is the world's oldest and largest institute devoted to studying human taste and smell, located in West Philadelphia. Monell has a faculty of around 50 biologists, psychologists and other scientists, whose research is funded by government grants, foundation money and corporate marketing things like deodorant, cosmetic and pet food. Between them, these fragrance nerds know pretty much everything there is to know about odor.

Monell researcher George Preti is a chemist who studies scent-producing compounds. His signature is an burnt-bamboo-like odor, but he and others now doubt that wine, like the human body, has the chemical complexity to throw off all sorts of smells.

"Wine is made from different kinds of grapes," Dr. Preti tells me, "grown under different conditions in different soils and manipulated by winemakers. So, my number of compounds may be present in it."

Behavioral neuroscientist Charles

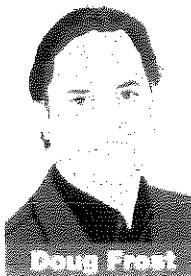
J. Wysocki, whose research is focused on human olfaction in smelling ability, thinks tasting notes would be more accurately called "smelling notes." The tongue, he explains, is a blunt instrument capable of detecting just five tastes: salt, sour, bitter, savory and sweet. The nose, he contends, has a repertoire of around 10,000 scents. Which explains why food doesn't taste like socks when you've got a head cold.

When you eat a meal, you taste it with your nose, Dr. Wysocki says, molecules from the surface of the food in the glass find their way into your nose, then travel up your throat as you swallow the liquid. These wine molecules hit millions of sensory cells located at the top of your nasal cavity, which then pass messages to the brain. Some people smell better than others for various reasons, Wysocki says, but everyone has enough sensory cells to detect a wide variety of scents from wine.

The explanation for why most of us don't perceive all those scents comes as a big shock to me. According to Danielle Reed, a psychologist at Monell who researches the genetic studies of variation in tasting, smell, the nose is not biological but linguistic.

"The expert has a well-developed brain map of 'odors,'" Reed says. "Untrained people can smell something,

Mix and match By United Sommelier Doug Frost



Matching food and wine can be a lot of fun, but even for the experts it's hardly a science. In fact selecting a wine is as personal a matter as choosing a meal itself.

Everyone has his own individual taste. For instance, I happen to think raw oysters and foie gras are food for kings; others prefer a burger. I say, to each his own.

In my years as a sommelier I've always told servers that instead of matching wine with food, they should instead endeavor to match wine with the people whom they're serving. Depending on a customer's preference, he or she can opt for

something subtle and elegant (like Pinot Noir), crisp and tangy (like Sauvignon Blanc), or spicy and buttery (like oak-aged Chardonnay). None of these wines are "better" than the others, though I'd bet everyone reading this has his or her own individual preference.

The first order of business for a server ought to be to find a wine their customer will like—nevermind what's considered the "proper" pairing. And that's the idea behind the wines we bring aboard United Airlines flights. For our upper classes of service on international flights, we choose one Champagne and four wines—two reds that cross the spectrum from big and bold to more mild, and two white wines that range from tangy to textured.

In the First Class cabin, we mix up not only the style of the wines, but the regions

of origin as well. Of the two red wines, one is generally always from Europe, where wines tend to be earthier and less overtly fruity, and the other will be from wine's so-called New World (the Americas, Australia, New Zealand or South Africa). We apply the same strategy to white wines, ensuring that the onboard "wine cellar" has something for everyone. Insisting on regional variety also offers passengers a taste of the many global destinations we fly to everyday.

United passengers gather from all points of the globe, and each comes aboard with his or her own culinary history. Some are drawn to foie gras. Others will gravitate toward simpler fare. In either case, rest assured, United offers a world-class wine that's just right for your palate. Bottoms up!

זהל ליקיטם יקרים מפלאות אוד

ענין דתאותנות. אלף בכתב ורומו נני ריאן. ומי שבתור צוֹלָן כל נפיק רמו **בג' בט"ס נ"ד. י"ג. נ"ק.** מלכיות. מוד ל' גמלוכות.

הנאמנויות נקבעו וחוותם נצנחו ונכחו וכונתו וטמיון גלוותם עפ"י קריאת הטלה וכון חורף נצנחו כשם מודש ברכ' י' וכמו נצנחותם נן נאכ' נס כינויו מלהר ולבון תרי' י' ולפדריטים רבי' :

ד' לא דמליגי ר' יוחנן ר' יוסי אלה נזין. נברון כשלות זו נטהורי פ' קדושים (ע"י נטומ' ר' יוחנן ר' יוסי) מטהירונם חתמי' ואנטוקה נזין וטהורי כמ' ע"ז נטול אפק' ס' ית' נברון גמלס' ע' וולאך דל' אין מחקיק' שיקף מלך' ומלת' אמרתו מול טעל' ומלט' לטבניט' הור עוזר לנו סוטון ר' יוחנן ר' יוחנן ר' לילן וגדר' שליחיות נטפוך' מלוויות דינוק' מטהידוט' ע' לטבניט' ו'ק' מילג' נבל ניקן ליביג' ו'ק' הו' נ' כמ' ע' מתיוקינט' וכן כפלר' (ארכ'ז') וכן פלני' ר' יוחנן ר' יוסי דר' מוחלומי' כ'ב' ו'ר' י' מטהידוט' ע'ב' ו'ט' מטהידוט' כ'ב' ו'ט' מטהידוט' דר' מוחלומי' כ'ב' ו'ט' מטהידוט' ע'ב' ו'ט' מטהידוט' כ'ב' ו'ט' מטהידוט' כ'ב' ו'ט' :

עגנין פדרים טאוון מל יוכ' לי יומ' יט נטה פניט נויס צי מקריסט ווונן נס מנק חי ומיט נטהנו צו:

ענין הדרים מטלך תיק סלא פול יסוד שטחו חילגאל לחוי וכלכלה נ' גוונין :

* מון קליקוט אל הכלכלה כו' (טנרכ' לח פט"ג) ע"ב. טו' כל אלכיק' זל. שתח' כט' ג' מוכ'ל' ק' י"ג. דנ"ג.

ב' רביינו חנוך

לחתופה לומדר לך מה הפתוח זה
דילא מעין בשבעתה ותרכבה
עמאן פיויא דקדרמיטו פומיינט
תו ווא לא לא קבלזרא אל אנן
דסניגין

אמר רבי עקיבא פרק תשיע שבת

הילוט מכתב פירוטו קולס מלון:
הביבס ויזה. הילוט יין זין:
ויקט יין צין. ליט מענקן כרגון
והיע מנין מנק טרולו : מלך
טווון. נאה: זוקטוטו טופי-טו
נודוינו. קודס זעטטס לוחה שילוח-לחרוין לנו שנאמר זפורי הי ישובן ובאו
סילך טו קז ואס קולו גנווור ציון ברנה ושמחה עולם על ראשם שמחה
כח קבלת עלהך נקומות:
ונגן

כל ואמרה להן מי גילה לבני רוח שמלאי הרשות מושתמשין בו רכובו הר' מלאכין גבורי כה עישר דברו לשמעו בקהל ובברור ברישא עישר והדר לשמעו איד חמא ברבי חנינא מס' כתפות בעצי דיויר גויה למלה נמושל ישראלי לחם פרוי קודס לעילו אף ישראל הקדימו נשאה לנשמע והוא צחוקי הדמייה לרבע דרכם אצבעתא דיריח תחוי כריע ואיא מייז בתר וקא מבען אצבעתיה דטמא *אל עמא לאוּרְנוּבִּי אַבְּתוֹ בְּפָחוֹתֵיכֶם קִימְרוּ בְּרִישָׁא אַיבְּעִי לְכוּ לְמִשְׁמֵי אֵי מִצְטוֹ קְבִּילָתוֹ *

שמונִי

שיד השירם דה

ԱՐԵՎԱՏՅԱՆ ՀԱՅՈՒԹՅՈՒՆ ԸՆԿԵՐՈՒԹՅԱՆ ՀԱՅԱՍՏԱՆԻ ՀԱՆՐԱՊԵՏՈՒԹՅՈՒՆ

"דָּבָרִים" בְּשֵׁם נָאקוֹנִים וְלַעֲמָקָם

בְּרִית מָשֶׁה וְעֵדוֹת

ՀԱՅԱՍՏԱՆԻ ՀԱՆՐԱՊԵՏՈՒԹՅՈՒՆ

תְּהִלָּה בְּנֵי כָּלִיל וְבְנֵי כָּלִיל

卷之三

תְּנִזְנֵי הַלְּבָדָה וְלֹא כְּלָבָד תְּנִזְנֵי הַמִּזְבֵּחַ.

לְכָל תַּחַת שָׁמֶן וְשָׁמֶן כִּי־בְּנֵי־עֲמָקָם

“**କାହାର ପାଦରେ ମୁଣ୍ଡିଲାଏଇଲା ତାଙ୍କ ପାଦରେ ମୁଣ୍ଡିଲାଏଇଲା**”

לawn האם גבְּרָה אֶתְּנָתָן הַמִּתְּחִילָה בְּגַדְּבָּה לְבָנָה

לענין שאלת הנטילת ערכאות נאכטות בסוגי "ונטה כהן"

וְיָדֵינוּ מִצְרַיִם לְאַנְגָּלֶם' נָא. אֱלֹהִים - אֱלֹהִים.

ନେବୁ ନେବୁ କାହିଁ କାହିଁ କାହିଁ କାହିଁ କାହିଁ କାହିଁ

ପରିବାର — — — ଏ ପରିବାର କିମ୍ବା ଦେଶର ଯୋଗୀ ଏବଂ ନିରାକାର

בבבל ורְאֵבָבָל בְּבָבָל וְרְאֵבָבָל בְּבָבָל וְרְאֵבָבָל

"WILHELM'S EINE MÄDCHEN, WALTER."

卷之三

ՀԱՅ ԱՅԵՒԹ

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