

AFFAIRS *of the* VINE

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What Is That Scent? An Aromatic Team Building Competition

This Aromatic Team Building experience will encourage the creation of a work culture that values collaboration, fostering a teamwork environment that rewards cooperative thinking and planning working towards a belief that “none of us is as good as all of us.”

Recognition of aromatic substances is practiced in only a few of today’s activities, including tasting and producing wine. When tasters and winemakers describe wine, they understand each other better if they use the same word to refer to the same sensory characteristic.



Winemakers do not add these aromas when making wine. The aromas can come from the grapes themselves---how they're grown, where they're grown, pruning techniques, vineyards (soil, exposure, weather), and ripeness. The aromas also come from the winemaking process: whole berry fermentation, barrel fermentation, oak aging, etc.

Your group will become winemaking detectives as they are divided into teams and work together to identify aromas commonly found in wine. Each team member will bring his own unique senses to this exercise, so collaboration and communication will be key elements. People have



different olfactory sensitivities for most aromas. No two people smell exactly the same array of scents in the same wine. One person will think an aroma is weak while another will find it overpowering.

Five white wines and five red wines exemplifying unique wine aromas will be available for sampling. Each team will be encouraged to smell and/or taste the wines. Fourteen possible answers will be provided and each team will select the answer it feels best describes the aromas demonstrated in each glass. Each team will have ten minutes to finalize their selections. This adventure may be conducted with the entire group experiencing the Team Building at one time or two groups at a time while the rest of the group socializes.

Upon completion of their task, each team will immediately discover their score, receiving twenty points for each correct answer. 200 points will indicate a perfect score.