

# WINE AWAKENINGS PRODUCT PORTFOLIO & Le Nez du Vin

| <i>Features</i>                       | WINE<br>AWAKENINGS<br><i>Edition Spéciale</i> | WINE<br>AWAKENINGS<br>Classic Series                                | WINE AWAKENINGS<br>MASTER KIT                                                                                                                                                                                         | WINE<br>AWAKENINGS<br>WINE~EXPERT~<br>IN~A~BOX™                                                               | LE NEZ DU VIN<br>12 AROMA | LE NEZ DU VIN<br>MASTER |
|---------------------------------------|-----------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------------------|-------------------------|
| Aromas                                | 20 x 4 ml vials                               | 12 x 10 ml vials/type*                                              | 60 x 4 ml vials                                                                                                                                                                                                       | 24 x 10 ml vials*                                                                                             | 12 x 4 ml vials           | 54 x 4 ml vials         |
| Aroma Guarantee                       | 10 years                                      | 10 years                                                            | 10 years                                                                                                                                                                                                              | 10 years                                                                                                      | 5 years                   | 5 years                 |
| Customization                         | Yes                                           | Yes                                                                 | Yes                                                                                                                                                                                                                   | Yes                                                                                                           | No                        | No                      |
| Booklet                               | Yes                                           | Yes                                                                 | Yes: detailed description of aromas, why they are prevalent, how terroir and winemaking affect presence, Aromatic Family & Type Specs                                                                                 | Yes                                                                                                           | Yes                       | Yes                     |
| Black box with Embossed Printing      | Yes<br>9.5 x 9.5 x 1"                         | Yes<br>9.5 x 12.5 x 1.5"                                            | Yes: 1 box<br>9.5 x 13.5 x 2.25"                                                                                                                                                                                      | Yes: 2 boxes<br>9.5 x 12.5 x 1.5" ea.                                                                         | Cloth bound               | Cloth bound             |
| Wines Types Covered                   | Red or White                                  | Cabernet Sauvignon, Chardonnay, Wine Faults, Pinot Noir, Red, White | Cabernet Sauvignon, Chardonnay, Wine Faults, Pinot Noir, Red, White plus detailed narrative covering Reds: Baco Noir, Cabernet Franc, Gamay, Pinot Noir, Whites: Chardonnay, Gewürtztraminer, Pinot Grigio & Riesling | Cabernet Sauvignon, Chardonnay, Faults, Pinot Noir, Red, White (4 of the most common aromas or each varietal) | Red, White Faults, Oak    | Old World Wines         |
| Wine Regions/Terroir                  | Worldwide: NA & Cool Climate                  | Worldwide: NA & Cool Climate                                        | Worldwide: NA, Cool Climate & Old World                                                                                                                                                                               | Worldwide: NA & Cool Climate                                                                                  | Mostly Old World (Europe) | Old World Wines         |
| Time to Complete                      | 6 – 12 hours (avg.)                           | 12 – 24 hrs (avg.)                                                  | 24 - 72 hrs (avg.)                                                                                                                                                                                                    | 180 – 288 hrs (avg.)                                                                                          | 6–12 hours (avg)          | Undetermined            |
| “Virtual” Classroom                   | No                                            | No                                                                  | No                                                                                                                                                                                                                    | Yes                                                                                                           | No                        | No                      |
| Scent Trivia Cards                    | No                                            | Yes: 12 interactive cards                                           | No                                                                                                                                                                                                                    | N/A                                                                                                           | No                        | No                      |
| Course Manual                         | 20 pages (bilingual)                          | 56 pages (bilingual)                                                | 60 pages (English)                                                                                                                                                                                                    | 110 pages (English)                                                                                           | Booklet                   | Booklet                 |
| On Line Testing                       | No                                            | No                                                                  | No                                                                                                                                                                                                                    | Yes                                                                                                           | No                        | No                      |
| “How to Taste” Book (Jancis Robinson) | No                                            | No                                                                  | No                                                                                                                                                                                                                    | Yes                                                                                                           | No                        | No                      |
| Wine Aroma Wheel                      | Yes                                           | Yes                                                                 | Yes                                                                                                                                                                                                                   | Yes                                                                                                           | No                        | No                      |
| Mouthfeel Wheel                       | -                                             | -                                                                   | -                                                                                                                                                                                                                     | Yes                                                                                                           | No                        | No                      |
| Wine Texture Card                     | -                                             | -                                                                   | -                                                                                                                                                                                                                     | Yes                                                                                                           | No                        | No                      |
| Taste Discs™                          | -                                             | -                                                                   | Yes                                                                                                                                                                                                                   | Yes                                                                                                           | No                        | No                      |
| Certification                         |                                               | -                                                                   | -                                                                                                                                                                                                                     | Yes                                                                                                           | No                        | No                      |
| Level                                 | Novice                                        | Intermediate                                                        | Inter/Adv or Professional                                                                                                                                                                                             | Advanced or Professional                                                                                      | Intermediate              | Intermediate/Adv.       |
| Origin of Product                     | North America                                 | North America                                                       | North America                                                                                                                                                                                                         | North America                                                                                                 | France                    | France                  |
| Retail Price (\$Cdn)                  | \$129 (Cdn)                                   | \$129 (Cdn)                                                         | \$399 (Cdn)                                                                                                                                                                                                           | \$459 (Cdn)                                                                                                   | \$129 (Cdn)               | \$499 (Cdn)             |

Each 10 ml vial is filled to 7 mls to allow for natural volume variations

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