

Becoming an education partner with The Art of Tasting

Scope

Are you a wine educator and interested in using wines with added compounds? The Art of Tasting is partnering up with select wine schools, to offer short courses on wine flavours and faults. You will receive flavouring vials and prepare your own spiked wine samples, then run a course by yourself. The course may also be taught in your local language.



Themes (list on the next page)

- positive flavours of white wine
- positive flavours of red wine
- wine faults



Requirements

Qualifications

The educator should have one or more of the following qualifications:

- Wine & Spirit Education Trust (WSET) Level 4 Diploma in Wines
- Master of Wine (MW) Title
- Court of Master Sommeliers (CMS): Advanced Sommelier or Master Sommelier
- Association de la Sommellerie Internationale (ASI) Diploma
- MSc Viticulture & Oenology



Flavour compounds specific knowledge

The educator should have attended a course by The Art of Tasting, at least one of the theme that you intend to teach. This can be an [in-person course](#) or an [online course](#), using a tasting kit.

Course booking

Your course must be publicly accessible for booking and should have a web page. [Example](#).

Using all 10 flavours within a single theme

All 10 flavourings (within a single theme) should be featured in the course.

Mentioning The Art of Tasting

The Instagram channel [@artoftasting](#) and website [www.artoftasting.nl](#) should be mentioned during the course.

Benefits

Reduced rate flavouring vials

The complete set of 10 flavouring [vials](#) will be available to you at a reduced rate of €200. You will receive a discount code you can use to place orders.



Communication

Your course will be linked to on The Art of Tasting website, newsletter and Instagram.



15 October 2025 – Hamburg, DE

Line-up of flavours

Please see below the default selection of flavours per theme.

White wine flavours

#	Flavour	Compound	Origin
1	Green bell pepper	<i>3-isobutyl-2-methoxypyrazine</i>	Sauvignon Blanc
2	Passion fruit	<i>4-MMP</i>	Sauvignon Blanc
3	Rose	<i>geraniol</i>	Muscat
4	Lychee	<i>rose oxide</i>	Gewürztraminer
5	Grape jelly	<i>methyl anthranilate</i>	Fox grape
6	Artificial pineapple	<i>ethyl hexanoate</i>	Low temperature fermentation
7	Butter	<i>diacetyl</i>	Malolactic fermentation
8	Vanilla	<i>vanillin</i>	Oak
9	Cloves	<i>eugenol</i>	Oak
10	Petrol	<i>TDN</i>	Riesling

Red wine flavours

#	Flavour	Compound	Origin
1	Green bell pepper	<i>3-isobutyl-2-methoxypyrazine</i>	Cabernet Sauvignon
2	Banana	<i>isoamyl acetate</i>	Carbonic maceration
3	Violet	<i>β-ionone</i>	Colour pigment degradation
4	Eucalyptus	<i>eucalyptol</i>	Eucalyptus trees
5	Black pepper	<i>rotundone</i>	Syrah
6	Acidic	<i>tartaric acid</i>	Grape pulp
7	Vanilla	<i>vanillin</i>	Oak
8	Coconut	<i>whisky lactone</i>	Oak - American
9	Chocolate	<i>2,3,5-trimethylpyrazine</i>	Oak
10	Leather	<i>4-EG</i>	Brett/bottle ageing

Wine faults

#	Flavour	Compound	Fault
1	Wet cardboard	<i>TCA</i>	Cork taint
2	Bruised apple	<i>acetaldehyde</i>	Oxidation
3	Brown sugar	<i>sotolon</i>	Oxidation
4	Camembert	<i>methyl mercaptan</i>	Reduction
5	Smoke	<i>guaiacol</i>	Smoke taint
6	Band-aid	<i>4-EP</i>	Brettanomyces
7	Basmati rice	<i>ATHP</i>	Mousiness
8	Vinegar	<i>acetic acid</i>	Volatile acidity
9	Nail varnish remover	<i>ethyl acetate</i>	Volatile acidity
10	Potato skin	<i>3-isopropyl-2-methoxypyrazine</i>	Ladybird taint