



# *The Sensory Circus*

**A VIRTUAL WINE TASTING EXPERIENCE**

"WINE TASTING WITH A TOUCH OF PLAYFUL, SENSORY MAGIC"  
CULTURE WHISPER





~~Think it's on my~~  
Think it's in my  
Head

Take a multi-sensory journey  
through your palate and your mind

PART WINE TASTING, PART MIND-BENDING JOURNEY

*How are your powers of perception?*

*Is your brain playing tricks on you?*

*Is this all an illusion?*

VIGNETTE  
WINE



## how it works

Each household receives 3 bottles of premium wine (halves or full size), as well as a mysterious black "box of tricks", to be revealed during the tasting. It contains a sealed letter, 3 mystery aroma vials, a taste stimuli strip and a Vignette Wine pop-out Flavour Map keep-sake.

Guests will also need: a wine glass (or ideally 3), a corkscrew and to chill the wines.

On the evening, guests log into a Zoom presentation and – if the group size is large – a live poll on their mobile or web browser. Guests are guided through an interactive presentation, featuring a mixture of live and video content involving various games & 'experiments'. The presentation explores ideas around how the brain constructs our perception of reality, the subjectivity of experience and the uniqueness of our individual sensory physiology.

Guests share responses via the Zoom or via the live polling. E.g. *What do you think is the smell of Aroma Vial 1?* A word cloud is created of guest's varied responses. *Does the taste strip taste extremely bitter, a little bitter, or just of paper?* Multiple choice poll results will reveal how everyone responds differently depending on their genes.

The presentation is designed to blend thought-provoking insights with lighthearted, playful fun - and not forgetting a few glasses of delicious wine!

## How long?

1.5-2 hours, depending on amount of discussion / questions!

## Wines

3 different wines are enjoyed. Choose between half bottles or full size bottles, depending on your needs. Full bottles allow for up to 4-5 people per household to take part.

Wines are shipped directly from specialist wine storage at London City Bond via LCB delivery drivers.

## What's included?

From £60/household

- 3 premium wines + specialist delivery.
- "Box of tricks" containing sensory stimuli + delivery.
- 1.5-2 hour live presentation.



# A box of tricks...

Each guest receives a mysterious 'box of tricks'. Inside is a sealed letter containing joining instructions (which can also include a personalised message) and a command to look no further...

On the night, guests reveal the contents. A pop-up 3D Flavour Map to navigate the aroma challenges. 3 vials of mysterious aromas, and a PTC-impregnated paper strip which tastes different to everyone depending on their genes.

The box creates a sense of mystery and anticipation, helping to create a memorable experience, as well as a tactile, physical element to accompany the virtual experience.

*Smell, taste, touch + visual stimuli*

*A box arrives; inside a letter is found, the other contents are wrapped in black tissue...*



*On the night, the mysterious contents are opened, unwrapped and revealed...*



*A tactile, pop-up Flavour Map; a visual aid to enhance tasting skills to keep.*



## And to eat?

### Option 1:

An artisan cheese tasting box by "The Cheese Geek" can be added for £27 per person including delivery:

3 x 120g British cheeses  
Fig & Spelt Crackers  
Mini Red Onion & Port Chutney

### Option 2:

Salted nuts and mini dark chocolate bar to pair with the wines included in box: £6.50

### Option 3:

Food pairing ideas can be provided in advance based on the wine selection, in order for guests to source their own nibbles / cheeses.



## Treat yourself

Enjoy a **10% DISCOUNT** off additional wines purchased for delivery at the same time.

Options available to further **UPGRADE** the wine selection (1er Cru Burgundy, Champagne etc) or add a 4th half bottle.

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*Any questions?*

Please don't hesitate to get in  
touch with any questions:

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