

The Scent Tasting Evening

An evening with scent strips: four scents, six to ten guests, no presentation. The running order, the questions, the invitation.

What you need

The four bottles (your own order from 19 September)

Scent strips cut from stiff paper, about 1 × 12 cm, one per scent and guest; a pencil to label them

A small bowl of coffee beans: a sniff resets the nose

The scent cards from the hub, printed, one per scent on the table

Your business card with QR code, one per guest, face down until the end

Water, something to eat without a strong smell of its own, no incense, no scented candles

The running order, about 60 minutes

1 0 TO 10 MINUTES Arriving

No brand on the table apart from the four bottles. First question to the room: who wears perfume, and why that one in particular? Listen, explain nothing.

2 10 TO 15 MINUTES One sentence about the label

Show any perfume label with “Alcohol denat.” and explain in three sentences what denatured means. Then: Wyld Notes states that it uses undenatured alcohol and natural ingredients only. That is all the presentation there is tonight.

3 15 TO 45 MINUTES Smelling, from bright to dark

One scent after another on fresh strips, in pyramid order: White Lie, Sweet Decadence, Smokey Ember, Black Book. After each scent one question (see below), coffee beans in between. Anyone who wants to can spray a scent on their skin; mention that perfume changes on the skin over the hours.

4 45 TO 55 MINUTES Back to the favourite strip

Everyone picks up the strip they liked best one more time. The scent card explains its notes. Let the guests read the card rather than you presenting it.

The close

Only now the business card with QR code: anyone who would like to order can do so in the shop from today, with your code 10% off the first order. Say the affiliate sentence out loud. Anyone who does not order goes home with a strip that will still smell tomorrow.

One question per scent

White Lie What does this remind you of? A place, not a brand.

Sweet Decadence Too sweet, just right, or would you save it for the evening?

Smokey Ember Indoors or outdoors?

Black Book Who in this room would this be for?

Three rules for the evening

1. No health statements, not even in passing. A perfume smells.
2. No prices you do not know from the shop. The shop is one card away.
3. Invent nothing. What you do not know yet, you do not know yet.

The take-home

A strip with the favourite scent, tucked into a small envelope or clipped to a paper flower, together with your card. On paper the scent lasts until the next day, and the next day is often the day of the order.

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