

## Event Recap: Sniffapalooza's Fragrance, Wine and Candy Pairing Event!

by [Karen Adams](#) 8.19.14

# Sniffapalooza

The interactive experience takes place this Sunday at **Black Label Wine Merchants** – the newest and soon to be hottest wine and spirits shop in Chelsea (just wait 'til word gets out). The event will start out with some cheese nibbles from their sister spot **Stinky Bklyn**, next door and then moves on to the main event. Wine expert **Patrick Watson**, along with **Kelly Jones** of **Kelly & Jones Eau de Parfum** and **Glyn & Kelly Jaime**, purveyors of the over-the-top Upper East Side candy emporium **The Sweet Shop** have put together a fun filled master class of sipping, smelling and noshing.



This past Sunday, over fifty fragrance enthusiasts gathered at [Back Label Wine Merchants](#) for an indulgent afternoon exploring the scents and tastes of perfume, wine, and candy. Five distinctive wines were selected by **Patrick Watson**, owner of **Back Label**, and matched with scent sommelier **Kelly Jones'** [Kelly & Jones Notes of Wine Eau de Parfum Collection](#). **Glyn and Kelly Jaime** (aka **The Candy Man**) added delicious confections from [The Sweet Shop NYC](#) to round out the unique pairings. Click through to get a glimpse of our sensory celebration!