

6/8/2010

Le Whif

Featured Video

DIW?: Le Whif



by Kim Setty



It's the smell that gets you out of bed in the morning. That perfect cup of coffee and whatever sweet thing you can find to go with it.

But there are times in life when you just can't take a cup of coffee with you. And no matter how good that gooey, chocolate roll tastes, it can be a mess in your purse. So then what do you do?

You "whiff."

As in "Le Whif."

They are finger-sized canisters filled with powdered flavors: chocolate, chocolate mint or chocolate raspberry. The labels say they are "as sweet as chocolate and as light as air." Or if sweet isn't your thing, there's also a coffee-flavored Le Whif.

And one of the best things about them?

They're just one calorie per canister, which holds up to 8 whiffs each.

Our first tester, Casey, grabs the chocolate mint.

"Hmm. Kind of a powdery taste in your mouth. Like cocoa powder that's mint flavored."

But it falls short for him. He says the powder doesn't give him the same mouth-feel as biting into a chocolate bar.

Laura tries the coffee flavor, but isn't impressed either. She says inhaling the coffee powder is like getting that bad cup of coffee at the bottom of the pot..

Traci says her chocolate "Le Whif" is definitely chocolate---but too powdery for her. It gets on her teeth, and she's missing the melting sensation she enjoys most.

But when Laura tries the chocolate raspberry flavor, she falls in love.

"Much better texture! Oh my gosh!" she gushes. "This I would do in replacement of a chocolate bar!"

Does It Work?

All three agree it does give a whiff of the flavor you choose. Casey and Traci, though, say it wouldn't replace chocolate for them. But the decision is split.

Laura says the chocolate raspberry tastes just like what a piece of raspberry chocolate is supposed to.

Le Whif costs \$3 per canister, or \$8 for a three-pack. It's a product of France. You can't buy it locally, but we ordered ours from **Dylan's Candy Bar** in New York City.