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THE STEW

A TASTE OF CHICAGO'S FOOD, WINE, AND DINING SCENE
BY CHICAGO TRIBUNE'S GOOD EATING AND DINING STAFFS

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Le Whif: Coffee you breathe in

Posted by Bill Daley

Looking for a breathable yet legal hit? Consider [Le Whif](#), an inhalable coffee powder. "The KICK of coffee without the cup!" is Le Whif's promise.

Le Whif coffee is being launched March 11 at at two stores, [Dylan's Candy Bar](#) in New York City and [Cardullo's Gourmet Shoppe](#) in Cambridge, Mass. Why Cambridge? Well, the inventor is a Harvard University professor of biomedical engineering, David Edwards.

The prof's Paris-based maker, [LaboGroup](#), plans to expand the product to other states over the next month. Chicagoan eager to take up "whiffing" may be able to order from Le Whif's web site if there's enough supply. LaboGroup's breathable chocolate powder sold out when introduced last April.

How much for coffee Le Whif? A staffer at Dylan's Candy Bar said they'll be selling for \$3 a pop.



Here's a shot of the coffee Le Whif, standing encircled by its chocolate sisters. The chocolate comes in three flavors: dark chocolate, mint chocolate and raspberry chocolate. I think the case colors tip off which is which.

Le Whif – the name conjures up images of some sort of rose-scented bathroom spritz, doesn't it? – is a lipstick case-like device. Put it up to your mouth, take a gentle drag, and the coffee or chocolate powder flies out the end of the case and onto your tongue.

"Le Whif is a new delicious approach to eating by breathing," a Le Whif product brochure coos. "With Le Whif, we inhale food, like chocolate, into our mouths and taste it, without chewing, an experience of flavor without the calories."

If this all sounds rather arty, know that it is. LaboGroup is quartered in **Le Laboratoire**, an experimental art and design center founded by Edwards in 2007. Their goal: To use "contemporary science to commercialize breakthrough products at the intersections of culinary arts and design."

Photo for LaboGroup by Sublim Design.

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