

LifeStyle



品味生活

October 2008

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秋季之恋

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Innsbruck Installed for Kings

王气逼人 茵斯布鲁克

House Without Facade

无门之墅

小创新大精彩

Small Innovations
Great Motivations

南腔北调



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A Chinese Consumer's Guide to Becoming a Certified Wine Geek (Part III-Step Two)

致中国读者 ——成为品酒专家(第三部分)

还有一些建议对渴望成功的中国品酒爱好者非常有用。假如你已经浏览了前两个部分和第三部分第一招的文章，以下来自全球酒品专家 Fred Tibbitts 的经验会给你更大的启示。

I now continue with my suggestions for all aspiring Chinese wine geeks.

If you downed Parts I & II and Step One of Part III, you are ready for the next to last piece of advice from your global wine guru, Red Fred. Pay attention, you will be tested.

构建和扩展你的 “品酒社交圈”

每个自信且成功的品酒专家肯定会有他们引以为豪的“品酒社交圈”。什么是品酒社交圈呢？实际上是酷爱藏酒与品酒的人群在一起交流他们的经验，分享他们的美酒与欢乐。

接下来的问题是如何才能构建和发展自己的品酒社交圈。社交圈的运行和组织必须严密，必要时要向律师咨询，进而引进一些规则甚至是法律规定。这有利于提升你的酒品文化社

交圈的档次和成员的酒文化修养，而且也是选择一些在品酒方面志趣相投的朋友和知己相当不错的方法。

或者你可以通过收取参与费的方式来确定你的品酒社交圈的人选。当然，参与费越高，人员的构成越偏向上层和精英。然后，你可以用参与费丰富你的藏酒，提升藏酒角的知名度和价值。当你的藏酒达到一定的数量和质量后，举行个收费的酒会，与你的酒品社交圈中的朋友一起分享你的波尔多，勃艮第，格兰许，作品一号，怡园酒庄

等等众多的名酒。

再说说运营方式，定期召开会议，通常一月一次。会议开始第一个活动就是美酒品鉴，通常经销商会提供一些酒品，或者收取会员费用采购一些酒品。加上一些奶酪和美食作为搭配。另外，每逢中国的传统佳节，品鉴会更是必不可少，届时邀上一些媒体朋友为你的酒会做宣传，会对你的品酒社交圈的影响扩大大有裨益。到时一定记得邀请我，不见不散。

待续.....

Part III Step Two: Establishing & Popularizing Your Own "Wine Society"

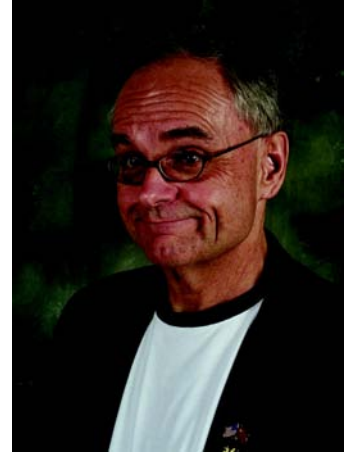
No self-respecting Certified Chinese Wine Geek would ever admit to not being associated with a well respected "wine society". What is a wine society? It is a private group of wine lovers who have formed a social club, called a "society" for the expressed purpose of celebrating the enjoyment of premium wine and making new friends who share the same passion for wine.

The next question is how do you set-up a wine society and how should it operate. How you establish it depends on how formal you want to make your arrangements. If you want it to be set-up properly with a view to the future as it grows, consult an attorney as to the legal steps you must take; protect the name of your society by making it yours and yours only (such as "The Number One Wine Society in China") and create a set of "By-Laws" that sets the rules for membership and how you operate your society, including the election of a Board of Directors and officers.. This insures that only those who meet your criteria (such as evidence of studying about wine on

their own or having taken a wine course) are eligible to become members and in this way you associate with those of similar wine interest. Select officers who are capable as leaders, but also friendly, generous and those who celebrate life.

Another way to better define who you want as members is to require an initiation fee to be paid prior to a new member being certified as a member. The higher the initiation fee, the smaller your society; however, so be careful that it is affordable to encourage membership from a broad range of prospects. Then take the initiation fees and create a wine cellar for your society that becomes a source of pride over time, as it becomes legendary in your area or region or even all of China. As special vintages of your society red wine mature over the years, host elegant dinners, charging a fee to attend your wine dinner for the privilege of enjoying one or more glasses of your vintage Bordeaux, Burgundy, Grange Hermitage from Australia, Opus One from California or Grace Vineyard's Chairman's Reserve from China.

In terms of your operating rules, hold regular meetings, usually once a month in the evening. Start by conducting wine tastings with wines donated (by local merchants or wine producers eager to get each member's business as well as sell the society expensive wine for the society wine cellar), but if necessary, purchased by charging each attendee a fee for the



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evening's entertainment. Serve cheeses and mini portions of foods paired with the wines. Encourage wineries to send their winemaker when he or she is in your area to increase the educational value for all your members and insure that the wines donated for the occasion are the winemaker's best. Of course, every China holiday must be observed with a special meeting of your society, when you invite the entertainment press to your events to guarantee favorable press, which of course is a great way to increase membership with prospects who may even exceed your criteria. If I am in town, make sure I have a guest invitation. I'll be there. Live from China, I am **Red Fred**. Red as the love that is the love of my life.

To be Continued... ★

