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June 2009 / 06

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CN41-1046/J 20 30

ISSN 1003-2711

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南腔
北调

葡萄酒的“绿色”变身

The Global Wine Industry is Turning Green ...But Not the Color of the Wine

在全球葡萄酒工业中，从生产过程到市场销售的各个环节里，充满了各样的色彩，却唯独缺少了“绿色”。基于这个原因，美国的葡萄酒协会、农协会联合E&J嘉露酿酒厂和其他一些葡萄酒厂商，共同制定了葡萄酒酿造的“绿色条约”。

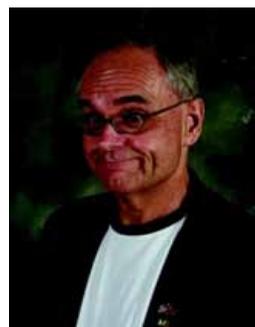
有一个旨在促进国际间合作和工业标准统一的世界性组织，通常被我们称作国际标准化组织(ISO)，其总部设在瑞士日内瓦。其中有一个关于葡萄酒的ISO认证标准--ISO14001，该标准建立的目的在于减少葡萄酒生产过程的各种污染，要求种植葡萄的农夫和葡萄酒生产商们共同维护一个环境管理体系(EMS)。

目前，很多人已留意到有机食品与蔬菜，却很少有人会关注葡萄酒的酿造过程是否健康天然。事实上，在葡萄生长的过程中，被洒上的化学物和农药多达18种，这些化学物质多少会被葡萄皮或土壤下的根部所吸收，化为我们口中的“美酒”。

除了E&J嘉露酿酒厂之外，世界上越来越多的葡萄酒酿造厂商开始逐步意识到环保和可持续发展的重要性，从美国到欧洲再到南美以及澳洲，世界各地的酿酒厂都自觉地在酿酒过程中加强了对环境污染的关注力度。

获得“有机葡萄酿造”认证商标的“有机葡萄酒”，特指葡萄来自有机葡萄园的，或采取有机种植法，一概不使用化学肥料和农药的，并且该葡萄酒在酿造过程中不得添加任何化学成分，亚硝酸盐的含量应该低于百万分之二十。

父亲节要来了，何不挑选一瓶“绿色”的有机葡萄酒当做父亲节礼物呢？在中国可以买到的有机葡萄酒中，Gallo Sonoma County Cabernet Sauvignon、Gallo Frei Ranch Cabernet Sauvignon、Rancho Zabaco Vineyards Chiotti Zinfandel等几款葡萄酒都是很不错的选择。



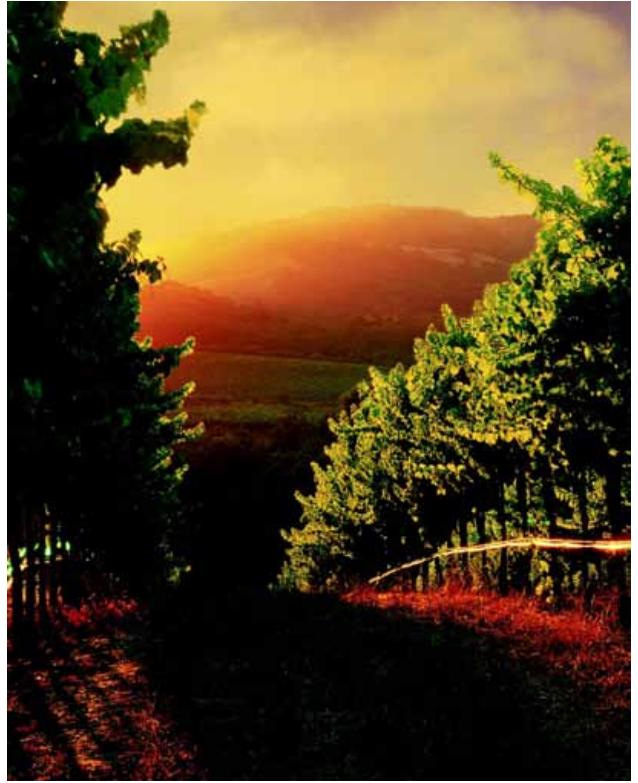
Fred Tibbitts Jr. is a global wine consultant based in New York and Bangkok. He assists some of the top hotel and restaurant chains in the U.S. and Asia Pacific developing their wine-by-the-glass programs, leading educational trips to wine producing countries and hosting VIP industry dinners at New York and across Asia.

The global wine industry produces, distributes and markets wines of many colors, none of them green. While this may be so, one of the fastest growing trends in wine farming and production promotes “Sustainable practices that are environmentally sound, economically feasible and socially equitable”, according to the Code of Sustainable Wine Growing Practices as developed by the Wine Institute and the California Association of Winegrape Growers in conjunction with the E. & J. Gallo Winery, all U.S. organizations.

Another global body that certifies producers across cultures in many industries is the International Organization for Standardization or “ISO”, headquartered at Geneva, Switzerland. With respect to wine producers the ISO 14001 standard is a rigorous certification to reduce the impact on the environment that requires wine farmers and wine producers to establish and adhere to an environmental management system (EMS), which guides all processes in the vineyards and at the wineries. In addition, the certification requires that the grape farmers and producers encourage similar efforts with their suppliers and trading partners. Examples of sustainable growing and environmental best practices include installing owl and kestrel hawk boxes on the farms and ranches to provide nesting sites and allow for them to serve as natural predators against rodent pests that prey on grape vines; the use of falcons to chase starlings away from ripening grapes before harvest, thus replacing costly and environmentally unfriendly techniques such as placing nets over vineyards and using loud noises and flashing lights, which disturb their neighbors; maintaining populations of predatory insects as well as establishing greenbelts of natural grasses, old growth oaks and lakes and wetlands that beautify and provide a welcome habitat for these insects; the planting of cover crops in the rows between the vines to prevent soil erosion and a further habitat for beneficial insects to breed; and removing ranch roads near creeks, while planting and maintaining native vegetation that in combination enhance the quality of life for a variety of plants, fish and animals; and very importantly, using urban-generated green waste that is mixed with by-products such as grape skins and wash water from the grape processing process to create rich compost in place of synthetic fertilizers.

In addition to E. & J. Gallo, wineries across the U.S. and across the world from Europe to South Africa to South America to New Zealand and Australia and just about everywhere wine grapes are cultivated are climbing on the sustainable, microbiotic bandwagon, evolving the way they farm to be more environmentally conscious and converting to sustainable practices.

Another even more restricted set of regulations and practices centers on organic wine production, which is regulated by another world body, the International Federation of Organic Agricul-



ture Movements (IFOAM). For a wine to be labeled “Organic”, it must be made from organically grown grapes and give information about the certifying agency.



A wine in this category cannot have any added sulfites. It may have naturally occurring sulfites, but the total sulfite level must be less than 20 parts per million. Wines that may be labeled “Made with Organic Grapes” or “Made with Organically Grown Grapes” must be made from organic grapes, but may include added sulfites (sulfur dioxide), which is the preservative to which some consumers suffer a sensitivity reaction and are warned by healthcare providers to avoid.

With Father's Day just around the corner, why not do your part to further save the planet? Gift your favorite dad in China with a bottle of his favorite red wine made with sustainable, microbiotic farming and production practices. Examples of these types of wines widely available in China include Gallo Sonoma County Cabernet Sauvignon or Merlot; Gallo Frei Ranch Cabernet Sauvignon or Zinfandel; Rancho Zabaco Vineyards Chiotti Zinfandel or Heritage Vines Zinfandel; and also, McMurray Ranch Vineyards Russian River Pinot Noir or Sonoma Coast Pinot Noir.

Your favorite wine shop or supermarket wine department may already have a section devoted to wines made the sustainable way and possibly even the Organic way. If not, try suggesting to them that you prefer wines that are great tasting and that help save the planet.

Red Fred, over & out.