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January 2010

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A Cultural Renovation



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10 项趋势
Trends

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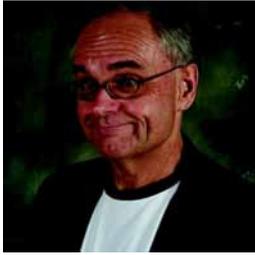
教育，教育，一切为了教育
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南腔
北调



田博华, 享誉全球的葡萄酒专家, 如今常驻于纽约或曼谷。他为众多的连锁酒店及餐厅担当顾问工作, 发表过大量的有关葡萄酒的著作和评论。
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.

2010 年享用红酒的 10 个小建议 My Top 10 New Year's Wine Resolutions for 2010

May I Be Lashed with a Wet Bath Towel 1,000 Times should I weaken...

By Fred Tibbitts

新的一年即将到来, 相信每个人都在制定自己的新年计划, 但是能够将其坚持下来的人注定寥寥无几。我为自己的2010年制定了一系列的有关饮用红酒的小计划, 并且坚信能够很好的将它们执行下去。

1、在2011年前不订购 Chardonnay 和 Cabernet Sauvignon

当然, 这两款都是相当不错的红酒, 但是在世界范围内我们还有很多其他的选择: 产自阿根廷的 Malbec; 来自智利的 Carmenere; 以及产自奥塔哥、新西兰、加利福尼亚州等地的 Pinot Noir; 还有南非的 Shiraz 法国阿尔萨斯的 Blanc and Riesling 等等。



2、把香槟当做一种生活方式

从今年的1月1日开始, 我计划每天都要喝一杯香槟, 用来感恩生活给予我的一切。



3、远离那些假装是红酒行家的人

当您遇到一个人手举酒杯, 装模作样对红酒滔滔不绝评论的时候, 那么很不幸, 您遇到了一个自认是红酒专家的人, 我的经验告诉我远离这样的人。



4、鼓励酒吧、餐厅等推广酒水品尝服务
我早已厌倦了在酒吧餐厅里的例行程序: 硬着头皮去选一杯或一瓶酒, 除非是选您喝过的酒, 否则多数都会很失望。所以, 我一定要尽我最大的努力去鼓励那些酒吧和餐厅推广酒水品尝服务。

5、螺纹盖代替了软木塞

现在全球的很多酒商都用螺纹盖取代了传统的软木塞, 对我而言, 非常赞同这一改革, 它使得我们不必再为了开瓶而大伤脑筋, 我在选购红酒的时候也会把这点作为一个重要的标准。

6、饮酒与开车

美国和世界各地的葡萄酒行业一直都提倡适度饮酒, 尤为值得注意的是当您驾驶机动车的时候, 是一定不要饮酒的, 我们必须要对他人和自己的生命安全负起责任。

7、服务永远至关重要

品酒是一件很挑剔的事情, 酒的品质、进餐环境、用具、服务等因素相辅相成、缺一不可, 在硬件设施都相同的基础上, 我一定会优先选择那些服务更好的酒吧或餐厅。

8、坚持选用专业的酒杯

在酒吧和餐厅找到一个合适的专业酒杯并不容易, 他们大多只提供一些小质量的普通玻璃杯, 如果是这样的话, 我宁愿选择来一罐啤酒。

9、网上订购

现在, 您最喜欢的酒可能仅仅需要轻轻敲几下键盘就能回送到您的家中, 目前中国已经有了几家不错的网上供货商, 我认为在2010年网购会变得更加安全和便利。



10、保护环境、

关心碳排放
全球气候变暖影响着地球上的每一个人。从2010年开始, 我将关注我所饮用的红酒厂商在减低碳排放量上做得如何。如果他们对生态问题表现得漠不关心, 我将拒绝购买他们的酒。为了我们的地球、我们的后代, 希望大家都能重视起环保这件大事情。

Everybody does New Year's Resolutions, right? But how many of us actually keep them more than a day? I mean really?!? Exactly, if you know one friend who succeeds over the course of the year, you're one in a million and so is he. I've just committed to 10 Wine Resolutions for 2010 and as I feel strongly about them all, I know I can keep them right through the year without a single relapse.

1 Never order Chardonnay or Cabernet Sauvignon until 2011

Enough already. They're fine, of course, but think of all the other possibilities in the wide world of wine these days: Malbec from Argentina; Carmenere from Chile; Pinot Noir from Central Otago, New Zealand or Santa Barbara, California; "Super Tuscans" from the fabulous Bolgheri area along the Tuscan coast of Italy; Red Zinfandel from California; Shiraz from South Africa; Pinot Gris, Pinot Blanc and Riesling from Alsace; Semillon or better yet, a Semillon blend from anywhere; Sauvignon Blanc from Marlborough, New Zealand...Just to name but a few.

2 Champagne is a LifeStyle

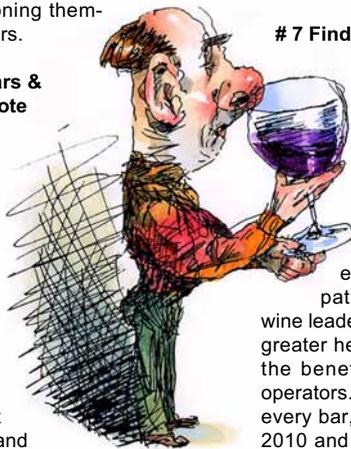
Champagne is a Lifestyle: Live it and love it! Beginning 1 January I intend to celebrate each day's victories and accomplishments with a Champagne toast as the clock strikes 5:00pm wherever my travels shall take me.

3 Avoid Wine Snobs at All Costs

You know you've found a wine snob when he or she regularly pontificates on the most obscure aspects of wine in words as long as your arm that make no sense, all in the interest of positioning themselves as wine scholars.

4 Encourage All Bars & Restaurants to Promote Wine & Food Flights

I'm tired of the same old routine in bars and restaurants: Having to choose between a glass and a bottle of just one wine, when unless you know the wine, you may well be disappointed. So, I promise to do my best to educate every bar and restaurant I visit on the benefits of offering tastes of wines in flights, paired with tastes of foods that marry perfectly with the wines.



5 Corks (natural, artificial & everything in between) versus Screw Caps

While the global debate rages-on over the trend of wineries switching to screw caps from corks, as far as I'm concerned, if given the choice at any of my favorite wine shops, from now on, I intend to opt for screw caps every time. Screw caps eliminate a great deal of the chance of buying a bad bottle of wine and since you buy at retail for home or on-the-go consumption, what a joy never to need a corkscrew: Just twist and pour.



6 Drinking & Driving

In the United States and elsewhere the wine industry has traditionally promoted moderate consumption, especially if one intends to operate a motor vehicle after visiting a bar or restaurant; however, with the increasing global awareness that drinking and driving do not mix as well as "zero tolerance policies" by the police in an increasing number of countries around the world, from now on I intend to always recruit a "designated driver" whenever I am out & about with friends or associates: If I venture forth alone on any particular occasion, I will take public or car service transportation. Diageo, the largest global drinks company based in the U. K. has been an industry leader behind their universal campaign entitled "Join the Pact-Never Drink and Drive" to encourage moderate consumption and advising consumers to "Never Drink & Drive". Cheers, Diageo! I'm on board.

7 Finding & Recognizing "Wine Patriots"

An industry is only as strong as the quality and quantity of its leaders and this applies to on-premise wine service the world over. If you look around at any restaurant, bar or hotel outlet you may visit, you can easily identify the server or manager with the greatest enthusiasm for professional wine service and entertainment. As appreciative patrons, we need to encourage these wine leaders to take their outlets to greater and greater heights of wine service excellence for the benefit of both the customers and the operators. I intend to find the "Wine Patriot" at every bar, restaurant and hotel outlet I visit in 2010 and personally encourage them to continue carrying the torch for us all. They need our moral support more than ever, because professional, friendly wine service is one of the best ways to welcome novice wine consumers into the global family of wine enthusiasts and to pay respect to the continuing wine journey of

those who have already begun their personal wine exploration odyssey.

8 Insisting on Professional Glassware

Ever sit-down at a bar or restaurant and find a miniature wine glass at your place on the table? Or order a glass or bottle of Champagne and the server brings you a small glass shaped like a certain famous French Queen's breast (a. k.a. Marie Antoinette)? If so, it's a sure sign they do not practice wine service excellence; meaning the server will be untrained, their entire inventory of wine glassware is from the Middle Ages, the list is going to be a loser and their wine storage conditions promote wine spoilage, rather than wine preservation. In all such future situations, I promise to ask for an elegant, large, wine glass and if one is not available, promptly order a beer.

9 Wine Shopping Online in China Has Arrived

Your favorite wine shop might just be a few keystrokes away with the growing number of online wine websites that offer home delivery across China. Some of the more reliable online wine merchants are Wine Online China; Torres China; ASC Fine Wines; and Montrose World of Wines-China. If you look to Hong Kong there are several more well established names, such as Berry Bros. & Rudd; however, I'm more comfortable dealing with China mainland suppliers with proven reputations. I promise to shop online in 2010 for the savings and convenience.

10 Global Warming is Real-So I'm Watching Those Carbon Footprints From Now On!

The verdict is in: Global Warming has accelerated and affects each and every person on Earth. Beginning January One, I will be checking everything I buy for their mention of how they are working to reduce their carbon footprint. And given the choice, I will begin drinking the wines of the vintners who are demonstrating the greatest amount of eco-responsible farming, packaging, production, and shipping practices, such as the E. & J. Gallo Winery, a global leader in sustainable farming, that has recently achieved a milestone among California, USA producers, the global "ISO 14001" rigid sustainable practices certification (See my wine column in LifeStyle June 2009 pages 96-97 for the whole story on sustainable farming practices). This is a global struggle we must win as a civilization if we are to survive and hand-over a recovering Earth to future generations. If every citizen on the planet greens their practices, changes their ways and we unite as a civilization to reverse the process of global warming, there is reason for hope. In 2010, I'm going to do my part. We can do this!

As always, I am **Red Fred**, over & Out. ★