

# LifeStyle

★ 品味生活

March 2011

Design Art Luxury Gourmet Travel Leisure



东方红，太阳升

The East is Red  
the Sun has Risen

——中国品牌的复苏之路  
——Revived Chinese Heritage Brands

摄影之星

Singaporean Shutterbug  
— Photographer Dominic Khoo

未来即Nhow

The optically intense Nhow Hotel  
by Karim Rashid

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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.

## 轻松时刻 美酒相随

# Relax with Your Favorite Premium Beer, Wine or Spirit: A Sure Way to Celebrate, Re- store & Refresh



当您需要补充些能量, 重焕生机之时, 也许会问自己: “做点什么好呢?” 当然, 答案并非唯一。对于富人来说, 选择多种多样; 而对于寻常人来说, 选择要少很多。所以, 对于后一个群体来说, 怎样让放松的方式达到最高性价比非常重要。显然, 和朋友、同事、家人一起小酌几杯, 再合适不过。

品酒的艺术与酿酒的艺术一样源远流长。从最初的家人、朋友和宗族成员, 到现在的商业伙伴, 我们在各种各样的场合一起把酒言欢。而对于那些崇尚养生的人们来说, 营养美食、适量美酒和健身, 再好不过。所以, 无疑, 适量啤酒、葡萄酒和烈酒将是任何成年人场合的应景佳品。不过, 显然它并不是聚集的目的, 当然, 这其中要除去各种各样的美酒品鉴会。

还有什么比一对幸福情侣, 手握bridal香槟和巴黎之花·花仙子香槟或者香槟王相互举杯; 或者是品尝尊尼获加金牌威士忌或格伦利物威士忌酒加冰, 或加高级纯净水; 或者是冰爽的青岛啤酒更让人印象深刻的呢?

星光之下, 浪漫晚餐。有多少求婚者因此端起酒杯, 鼓起勇气向心爱的人告白求婚? 四目相对, 两手相缠, 品尝这丝滑美酒, 仿若世上只剩下他们, 整个星球也只属于他们。又有多少生意谈成之时, 最后举一杯坎特一号伏特加马提尼以示庆祝? 一杯美酒就是一段记忆, 美玉琼浆, 宛若熠熠双眸, 就让它也使您的生活更加明亮吧。



When your batteries need re-charging, the question becomes "What to do"? While, of course, there is no single answer to the question, for the wealthy or near-wealthy there are unlimited possibilities, which is magnificent for these fortunate Souls. But for the average person or even upwardly-mobile Chinese citizen, the options are far fewer; so, it's very important for this group to make their restorative lifestyle choices wisely to insure the maximum value. And one of the most cost-effective ways to relax, restore and refresh is with one's favorite premium beer, wine or spirit with colleagues, friends, partners or family.

The art of practicing one's favorite adult beverage "rituals" is as old as the very processes of fermentation and distillation; and from the beginning associated with family, friends, clan members and work associates as well as for social, business and celebratory occasions, such as the Chinese and Western New Year's festivities. And for those who embrace a healthy lifestyle, stressing nutritious foods and premium beverages in moderation along with regular exercise, the result is always wonderful times to fondly recall forever more. So, premium beer, wine and spirits are a splendid means of enhancing any occasion among adults; not necessarily being the reason for gathering, unless it is for educational purposes, such as beer, wine or spirits tastings, conducted by professionals or those who have learned from professionals.

What is more memorable than a bridal Champagne toast with Dom Perignon or Perrier-Jouet Flower Bottle by the happy couple? Or a Johnny Walker Gold Scotch Whiskey or The Glenlivet Single Malt Scotch served "neat" or with a single ice cube and splash of the purest of bottled waters, such as the new FIJI brand from a protected artesian aquifer water that is being

served in the top clubs, bars and dining establishments from Beijing to Hong Kong? Or the most popular premium Chinese beer, Tsingdao, served at room temperature in the winter and chilled in the summer though of course your Western friends will almost certainly prefer their beer served cold year-round? These are the kinds of quality adult beverages that beautifully enhance the magic that comes alive when two or more gather to celebrate their friendship, accomplishments, hopes, dreams, ambitions and bonds that unite; seen and unseen, known and unknown.

How many suitors have found the courage over an intimate dinner, under the stars, their red wine glasses filled with the finest French wines, arms intertwined, tenderly feeding one another; their soft Eyes of Love caressing their beloved with an Angel's velvet touch; lost in space, as though they were the last alive and the planet was theirs forever and a day? And how many deals are closed and celebrated with a Ketel One Vodka Martini? Or family reunions made as festive as any with the favorite, local handcrafted beer and plenty of it? Remember a time or occasion that was special and you will remember what you drank, for special occasions always call for the most premium beer, wine or spirits our pocket can afford. Here's to the ancient craft of the truly great artisan beers, wines and spirits that help us ask for our beloved's hand in marriage; seal the deal; and celebrate. May the value and practice of coming together with good friends and family, colleagues and our objects of romance be with us forever and ever more and the finest quality adult beverages that add that sparkle in our eyes be always at our side to brighten every day. I am *Red Owl*, over & out. ▀