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August 2011

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南腔  
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田博华，享誉全球的葡萄酒专家，如今常驻纽约或曼谷。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 in New York and across Asia.

# 环保红酒之旅

## Eco Wine Tourism

“Going Green” is Good for Business

直到最近几年，“绿色环保”似乎都只是各国政府之间的一个政治议题，发达国家和发展中国家在彼此的责任、义务问题上纠缠不清。而各类环保组织则会睁大眼睛观察政府的一举一动，看看其行为是不是真的像标榜的那样。不过随着绿色环保概念的深入人心，保护环境已然是一个人的共同责任。所以，光指责别人缺乏环保概念、缺乏节能减排持久动力没有用，关注全球生态人人有责，这才是问题的关键。

无论是微软还是各地的零售商，大大小小的企业都能感受到环保实践对顾客购买决策行为的影响与日俱增。而在红酒领域，你也可以看到从酒庄到街边的酒吧、饭馆，节能环保的烙印无处不在。

如今说起高度细分的红酒市场，“环保红酒之旅”已经成为一大主流。世界各大酒庄接到这方面的咨询越来越多，无论是旅行社还是个人，他们都很关心可持续农场、生产过程、包装和有机红酒的酿造等，也很想让自己最爱的酒庄变得更加环保。

像其他很多迅速成长的行业一样，葡萄酒生产成本也越来越高，比如矿物燃料、肥料、灌溉用水、电、玻璃和运输等，所以在不影响产品品质的前提下，如果能有一些更为环保的选择，何乐而不为？

以下方式都在慢慢地改变葡萄酒的制作、包装和运输方式，也让葡萄酒之旅日渐成为全世界的环保旅游热点：旱作农业（不用人工灌溉的农业生产方式，利用水分调控技术，比如特殊覆层来贮存葡萄园土壤里的水分）；对洁净能源的重视和大量投入，比如风力发电机和太阳能；在葡萄园隙地种上覆盖作物，以吸引益虫专门对付影响葡萄生长的害虫；利用大自然中的捕食关系来控制害虫；尝试用一些别的包装方式，比如四角包、塑封袋和用PET（聚乙烯对苯二甲酸酯）做成的塑料瓶，它们都比玻璃瓶更低碳。

现在许多酒庄都将自己定位成环保旅行目的地。在这些绿色酒庄里，游客在品尝三两杯美酒的同时，还可亲身体验用绿色生活方式拯救地球。这

就是我一直说的聪明的市场营销方式，也是值得大家效仿的营销方式。下次你若去美国、拉丁美洲或者欧洲旅行，不妨试试环保红酒之旅。到那些地区的绿色酒庄看一看，或许这个过程也是促使酒庄更注重环保的过程。

Until recently, it seemed as though “Going Green” was something for which governments were held responsible and eco-conscious groups of every sort were quick to criticize any government that did not address their specific “Going Green” agendas. But today, “Going Green” is clearly everyone’s responsibility, so it’s no longer a matter of criticizing others for their perceived lack of green, sustainable initiatives, so much as it is a question of what is each of us doing to contribute to global ecology.

Commercial enterprises around the world from Microsoft to your local mom & pop retailer are all feeling the growing influence that eco-friendly practices exert on the consumer’s purchasing decisions. With respect to the wide and wonderful world of wine, you’re seeing dramatic “going green” changes from the wineries right on down the supply chain to your local wine shops, clubs, bars and restaurants.

Now, what began as a “niche” in wine tourism, “Eco Wine Tourism” has gone mainstream with wineries around the world receiving growing numbers of inquiries from tourism groups and individuals as to the extent of their biodynamic, sustainable farming, production and packaging practices, as well as their cultivation of organic wines. Eco-conscious groups and individuals want to see their favorite wineries going green and they want to encourage all wineries to “think green”.



At the same time wineries, like most businesses, are experiencing significant increases in their cost of doing business, including the cost of fossil fuels, fertilizers, water for irrigation, electricity, glass and shipping; so they are already looking for green alternatives to reduce their costs without affecting quality.

Dry farming (farming without artificial irrigation, using moisture-conserving techniques, such as a fine surface mulch over the soil around the grape vines); clean energy sources such as wind turbines and solar panels; planting the right cover crops between the rows of grape vines to lure the right insects to counter the insects

affecting the grapes; using natural predators to protect the grapes from birds and other animals that would feed on the vines as the grapes ripen; and experimenting with alternative packaging, such as Tetra-Pak, bag in box (BIB) and plastic wine bottles made from polyethylene terephthalate (PET), all of which reduce the carbon footprint compared to glass wine bottles, are collectively changing the way wine is being made, packaged and shipped to market and in the process, turning wineries into some of the most popular eco-tourism destinations around the world.

Many wineries are now advertising themselves on the Internet and among eco-

groups as eco-tourism destinations, where tourists can see first-hand how they are going green to help save the planet, while they relax with a glass or two or three of their favorite wines. Now that's what I call intelligent marketing and setting a good example for others to follow. So, if you enjoy drinking wine for pleasure and good health, next time you're thinking of taking a holiday to the U.S., Latin America or Europe, try an eco-wine holiday, visiting "going green" wineries across the countries you choose to visit. In the process, you'll be doing your part to encourage more wineries around the world to think green. I am **Red Owl**, over & out. ▀

