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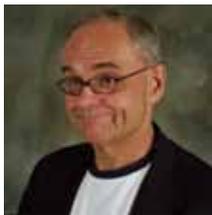
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南腔
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田博华，享誉全球的葡萄酒专家，如今常驻纽约或曼谷。他为众多的连锁酒店及餐厅担当顾问工作，发表过大量的有关葡萄酒的著作和评论。Fred Tibbitts Jr. is a global wine consultant based in New York and Bangkok. He assists some of the top hotel and restaurant chains 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.

优质红酒：冠军早餐

Premium Red Wine

The Breakfast of Champions



在美国广告史上，“Wheaties 麦片——冠军早餐”是最知名的广告语或者说商标之一。Wheaties 公司的“冠军早餐”产品一直深受美国人的喜爱，在美国畅销超过 75 年。体育明星上 Wheaties 的麦片盒子可谓是一项殊荣，并且每个赛季都会更换不同的体育名人。当然，所有出现在 Wheaties 麦片盒上的运动员都会说那句著名的广告词——每一天的开始都伴随着 Wheaties 麦片早餐和新鲜水果，还有其他的健康选择。

虽说麦片盒上都是人们熟知的体育界名人，也不是每个人都为这样的理由选择麦片或其他谷类早餐。这就是为什么我建议中国的葡萄酒爱好者应该有他们的冠军早餐——优质红酒。当然，我并不是说优质红酒要成为每天早晨的必备仪式，但在那些特殊的日子，如纪念日、节假日、生日，“冠军早餐”即优质红酒可以当做最惬意健康的成人饮料。

想象这样一种可能性：中国知名红酒爱好者被制作成标签贴在酒瓶的颈部，名牌红酒像“冠军早餐”麦片一样被他们的笑脸包围。这种效仿的效果一定会不错。葡萄酒商店可以采用这样的大幅图片展示优质红酒的独特性：红酒爱好者在享用优质红酒的同时，配上顶级的奶酪、法国或意大利纯手工面包，佐以水果、坚果、葡萄干和特级初榨橄榄油。这在无形中就传达了一种新的含义——浪漫情侣的一天是从红酒爱好者的冠军早餐开始的。

谁知道红酒爱好者会不会喝掉整瓶酒，然后躺在床上直到午后。适度饮用红酒能起到行之有效的催情作用，高质卧室早餐可以使欲醉欲仙的高潮体验尤为强烈。当然，更有创意的葡萄酒商店和小卖店还可推出红酒加食品的“冠军早餐”组合，既包括价格合理的新鲜食品，又有长茎红玫瑰。这样，就可以大大节省红酒爱好者去面包店、水果店、食品店和花店买这些东西的时间。

但是，就这些了吗？有创意的酒店和提供早餐的旅馆还可以提供“周末冠军红酒早餐”服务。早晨在床上享受管家式服务，还有需要额外费用的小提琴演奏、歌剧表演甚至弦乐四重奏，为情侣们烘托浪漫气氛，发挥红酒的激情效果。酒店配有职业侍酒师的话就更酷了，那样可以介绍如何选择优质红酒，在装饰着镜像天花板的房间里为心形床上的幸运情侣提供开盖拔塞服务。

这也提醒了我，今天早晨我还没有选瓶优质红酒，和妻子在床上享受清晨时光，享受爱的感觉。不过不管我选择什么，有我的真爱在身边，这将永远是“冠军早餐”。

One of the best-known expressions or product “Tag Lines” in the history of American advertising is “Wheaties – The Breakfast of Champions”.

“Wheaties” is a very popular breakfast cereal and has been for over seventy-five years in the United States. The Wheaties box always displays the picture of a famous athlete and the sports figures are changed every season. Naturally, all the athletes appearing on the Wheaties boxes agree to do media advertisements saying they start every day with Wheaties for breakfast along with fresh fruit and other healthy choices.

But since not all of us are famous sports personalities, not everyone chooses to include Wheaties or any other cereal for that matter for breakfast. And this is why I propose that the passionate wine lovers of China should have as their “Breakfast of Champions” premium red wine. Of course, I am not suggesting that premium red wine become an every morning ritual for the wine aficionados of Greater China, but I am suggesting that on special occasions, such as anniversaries, holidays, festivals, birthdays, and the like that the official “Breakfast of Champions” for Greater China be one of the most pleasurable and healthful of adult beverages, namely premium red wine.

Imagine the possibilities: Prominent Chinese wine personalities could be pictured on the front neck label of their favorite red wines with “Breakfast of Champions” encircling their smiling face. What an endorsement. Wine shops could display these Wines of Champions bottles with a large picture of the wine personality enjoying his premium red wine with the finest cheeses, French or Italian artesian breads, fruits, nuts, raisins and Extra Virgin Olive Oil. It would no doubt give new meaning for romantic couples starting their day with “The Wine Lover’s Breakfast of Champions”.

Who knows, the lovers of wine might be moved to drink the whole bottle and cuddle-in until the afternoon hours? And since premium red wine in moderation is a proven aphrodisiac, the quality of the bedroom breakfast experience could reach

new heights of orgasmic splendor. Of course, the more creative wine shops and groceries might even promote “Breakfast of Champions Wine and Food Packages”, complete with all the fresh ingredients at one attractive price, including, naturally, long stem red roses, saving the wine lovers of China extra trips to their local bread shops, fruit and specialty food suppliers and florist.

But why stop there? Enterprising hotels and bed & breakfast inns could promote “Breakfast of Champions Premium Red Wine Weekends” with morning butler service in bed, complete with violinists, opera

singers and even four piece string quartets for those with more money to celebrate their passion for romance and wine. These same places of lodging could include Breakfast of Champions Wine Sommeliers to present the premium red wines of choice, uncork them and serve them to the lucky lovers in heart-shaped beds with red satin sheets and mirrored ceilings.

Which reminds me, I haven’t as yet selected the premium red wine my wife and I will be enjoying in bed come the morning, just as we now start so many mornings and naturally, toasting to “Love”. But whatever my choice, with my True Love by my side, it will always be a “Breakfast of Champions”. I am *Red Owl*, over & out. ■

