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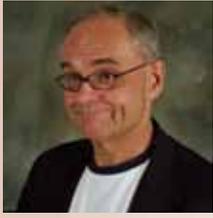
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南腔
北调



田博华，享誉全球的葡萄酒专家，如今常驻纽约或曼谷。他致力于慈善事业，创立了田博华聪明 (FTA)，他还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 operates a global **social enterprise** for the benefit of those less fortunate, assisting 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.

奢侈品红酒来了！

Luxury Wines Have Arrived

Spend & Enjoy!

同豪车、高档时装和其它任何奢侈品一样，奢侈品红酒也在迅速抢着中国的高端酒水商店、酒吧、餐厅和酒店。今天的中国拥有数量最多的百万富翁和亿万富翁。这些超级富豪们消费着世界上最好的红酒和香槟。

但是，不是只有超级富豪才能购买奢侈品红酒。为了保证全年供应的稳定，顶级红酒经销商在销售更好的红酒时往往会保持库存充足。如果在生活中你什么都追求最好的，那么奢侈品红酒是体现你追求奢华生活且无需大破其财的绝佳方式。从“优质”上升到“奢侈”的标准是什么呢？这些词意思相同还是词义有交叉？我们有必要探讨一下，因为这个问题的答案能够帮助我们更好地理解奢侈品红酒带给我们的真正意义。

实际上，“奢侈”是相对而言的。有的酒在囊中吃紧的人看来是奢侈品，但是对另一些人来说则不是。对于初级爱好者来说，将奢侈品红酒定为一般人难以支付得起的红酒是最简单的分法，即以可观的数字为标准。不妨假定每瓶售价超过 250 元是一般人支付的上限，至于“优质”和“奢侈”意思是否相同或者有交叉，叫法其实是相对而言的，因为每个人的支付能力可能天差地别。一个更富裕的人眼里的“优质”红酒，对于一个“钱力”有限的人来说，很可能就是奢侈品。

不管你认为 400 元还是 5000 元以上一瓶的是奢侈品红酒，概念都是一样的——奢侈品就是拥有顶级品质的产品，其品质远超过一个人日常所需商品。大部分红酒消费者通常会选购优质红酒来满足他们的日常需求，每个礼拜甚至每个月只喝一次奢侈品红酒，而收入更高的人倾向于经常饮用更昂贵的红酒，每个礼拜或者在特殊场合消费远超一般红酒爱好者支付能力的红酒。

尽管“奢侈”是一个相对的概念，然而它在本质上意味着一个超越常规标准的质量等级。很多红酒消费者也许不愿购买一辆新的保时捷或者奔驰精品，他们却认为优质红酒和奢侈品红酒是“可承受的奢侈品”。经常饮用优质红酒的消费者不愿放弃晚间那杯喜爱的红酒，也不愿放弃他们的奢侈品红酒消费习惯。如果你期待享用奢侈品红酒，大可不必担忧，它们现在已经进入中国市场。

热爱优质红酒和奢侈品红酒的读者，别忘了红酒专家 Red Owl 的箴言。他不止一次提醒《品味生活》的读者：“玫瑰般的红艳，是我挚爱的红酒的色泽……红色是爱情的颜色”，以及最近的“红色是我最爱的葡萄酒的色彩，因为红色是中国，是美丽的中国人。红色如心一般，如爱一样。葡萄酒永远如我们的爱、我们最深的真爱一样红亮”。



in China

As with luxury automobiles, designer fashions and luxury goods of every sort, luxury wines are now readily available in upscale wine shops, bars, restaurants and hotels across China. And as China is home to a rapidly growing number of millionaires and billionaires, you know that many of these folks are consuming the finest red wines and Champagnes the world has to offer.

So, if you appreciate the best of everything in life, luxury wines are a great way to express your appreciation for a luxury lifestyle "without breaking the bank." But at what quality level does "premium" become "luxury?" Are these terms synonymous or do they just possibly overlap? Let's explore these questions, because the answers will help us better understand the meaning of "luxury wines" for each of us.

The truth is that "luxury" is really a relative term: For what might be a luxury wine to one on a tight budget, would not be a "luxury" wine to one where money is no object. So, for starters, it's simplest to define "luxury" wines as wines that sell for more than one would normally pay for wine, but by a significant amount; let's just say RMB 250 or more per bottle than one would regularly pay for wine. And as for whether or not "premium" and "luxury" are the same or their meanings overlap, again, these terms are really relative, because one's ability to purchase better wines varies significantly; so what is simply a premium wine to a more wealthy person, would most likely be considered a luxury wine to someone of more limited means.

But whether one believes he must spend say RMB 400 on a wine to consider it a luxury; or one believes he must spend at least RMB 5,000 on a wine to consider it a luxury, the concept is the same: That luxury is having far better quality than one normally enjoys. Most wine consumers purchase premium wines that consistently meet their minimum expectations for taste satisfaction for their everyday enjoyment and splurge

on what they consider luxury wines once a week, once every other week or maybe just once monthly; whereas those with far more disposable income more likely drink far more expensive wines regularly and splurge weekly and on special occasions for wines way beyond the reach of the average premium wine consumer.

So, again, while "luxury" is relative, essentially it means a quality level far superior to what one normally experiences. And being that premium and luxury wines are considered "affordable luxuries" by wine consumers around the world, whereas many might not be willing to invest in a new Porsche or top of the line Mercedes Benz, those who regularly enjoy premium wine will not deprive themselves of their evening or every other evening glass or two of their favorite wines; nor their pattern of splurging on what they consider to be luxury wines. So, if you're looking to enjoy luxury wines, fear not, for they have arrived in China.

And for those who prefer premium and luxury red wines, forget not the words of wisdom of one of China's most famous feathered oracles, *Red Owl*, who has reminded the readers of LifeStyle on more than one occasion "Red as Roses can be; is the color of my love's favorite wine. For this is China, land of a thousand red sun rises, a thousand red sun sets and a thousand red dreams. Red is the color of the revolution; of the Yangtze and the Pearl Rivers; the rise of the people for the people and the heart that longs to be united with the beloved." And more recently, "Red is the color of my true love's wine, for she is Chinese and this is China. Red as hearts can be and red as our love the red wine, it is always red as our love, our very true love".

I am *Red Owl*, over & out. ▣

