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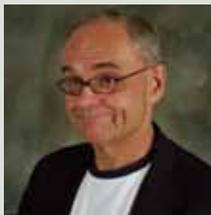
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田博华，享誉全球的葡萄酒专家、作家，如今常驻曼谷、泰国、纽约。他为亚太地区众多连锁酒店及餐厅担当顾问。他致力于慈善事业，并为餐饮类学校提供奖学金。Fred Tibbitts, Jr. is a global wine consultant and writer based at Bangkok, Thailand and with a U.S. office at New York. He operates a global social entrepreneurship for the benefit of those less fortunate, assisting some of the top hotel and restaurant chains in the U.S. and across Asia Pacific, developing their wine & spirits programmes. He also hosts hospitality industry dinners to recognize excellence, provide scholarships at hospitality and culinary schools and to make charitable donations to the UNICEF, UN-HABITAT and other worthy charities.

红酒评分对你的口味吗？

Wine by the Numbers

What You Really Need to Know

看着那些个数字（比如报刊上的红酒评分），买还是不买，这是个问题。“正确”答案和一系列变量息息相关，例如你的红酒知识是否丰富、你对红酒质量的评分有多重视，甚至你在特定场合愿意花多少预算在某种酒上。

总的来说，评分是衡量红酒质量的权威数据。它可以作为你的红酒知识或者增加你对某种红酒的认识。有些人可能对红酒一无所知，或是对某一种红酒不甚了解。这时可信的红酒宣传刊物及广为认可的红酒权威给出的评分就十分有用了。不过对你来说，好红酒应该是你喜欢的，而不见得是口味复杂的红酒权威们喜欢的，不管评分是高还是低。所以，如果你与红酒权威们的口味不同的话，他们的评分就不能代表你的真实感受。想知道你经常参考的红酒评分和你的真实偏好之间的相关性，唯一的办法就是自己去体验。

如果想测试红酒评分对你的口味（和钱包）的参考价值，就去趟有你最想尝试或曾喝过的红酒的市场或酒水专卖店逛逛。根据你所掌握的信息和零售价格，一种红酒看起来很不错，那就出手买。要是有其他贴着评分的红酒可选，怎么选就看你自己了。也许可以尝试一下，看看这些店铺的红酒建议对你以后买酒有多少参考价值。

如果你很重视红酒评分并在购买时主要靠它来选择，那就听我的建议吧。其实之前说过，过分依赖权威的红酒评分，以此作为满意度和感知价值的参考到底正确与否，经验很快会给你答案的。你会发现随着自己红酒知识的增长，你会逐渐减少对排名的依赖，而更加注重你的个人经验。红酒消费行为与其它消费行为一样，正因为你是消费者——需要在消费红酒过程中得到满足感的人，他人的意见也许并不符合你，因此最保险的做法是，慢慢了解自己的口味而不必依靠他人的评价。

我自己很少参考红酒评分，因为我已知道适合自己的红酒、食物及自己最喜欢的搭配方式。我了解全世界主要的红酒厂商。也许我从未在酒水店里买过某种红酒，但是如果我了解、信任该酒商，并知道酿造这种酒的葡萄种类，当然还要基于这种酒的品质，就会很清楚自己会不会喜欢它。无论你是根据评分还是个人经验进行购买，我都希望下次你为家里采购或是在酒吧餐厅点酒时，你拿到的红酒每一滴都能让你备感愉悦，并且物超所值。在和你的一生挚爱分享美酒时，要记得在中国，“玫瑰是红色的，紫罗兰是蓝色的，但红色是我最爱的红酒的颜色”。



To buy or not to buy according to the numbers (i.e. wine scores in the press)...that is the question. But the "correct" answer really depends on a number of variables, such as your wine knowledge (or lack thereof); the value you place on wine scores as the best indicator of quality; and even the amount of RMB you wish to spend for any given wine on any given occasion.

Generally speaking wine scores are intended to be authoritative evaluations of wines, either to serve as your wine knowledge or to complement your existing wine knowledge about a particular wine. For those who feel they know very little about wine in general or any particular wine in question, wine scores in a credible wine publication or by a recognized wine authority can be very helpful. But since the definition of a good bottle of wine is one that YOU enjoy, not that some wine authority with a sophisticated palate might enjoy, regardless of how highly rated any given bottle of wine may be, if your palate is very different than the palate of the wine authority, his or her score may not represent how you would score the same wine upon tasting it. Therefore, the only way to determine how well the wine scores you regularly consult match your liking or disliking of any given wine is to experiment for yourself.

So, if you want to test the value of wine scores for your palate (and your pocketbook), just go shopping at your favorite market or wine shop with the wine scores for the wines you would like to try and / or have previously enjoyed (possibly a previous vintage). If you find that based on your information and the retail pricing that a wine seems to be a good value, go for it. And if you find additional wines with wine scores posted in the store, see what you think and maybe try one of these, as a measure of how much you should trust that store's wine advice for future purchases.



If you are very conscious of wine scores and you prefer to buy based primarily on the numbers, be my guest. But, again, experience will soon tell you if relying purely on scores by wine authorities is a good predictor of your satisfaction and consequently, your perceived value of these wines. You will find that as your wine knowledge improves, you will be relying far less on ratings and far more on your personal experience with wines. And since YOU are the customer, the one who must be satisfied that you have received good value for the money spent, as with any category of goods and services, it's always reassuring when you know your wines and you don't have to rely on the opinion of others, which may or may not be consistent with your tastes.

As for myself, I rarely go by the numbers, because I have come to know my wine and food palate. I know what types of wines I prefer with what types of foods; and since I know a wide variety of producers from around the world of most of these wines, even if I have never had a particular bottle of wine that I find in a wine shop, if I know and trust the producer; and I know the predominate grape from which the wine is made (or if a blend, the grapes in the blend), then I am fairly confident that I will like the wine, depending, of course, on the particular quality of the wine.

So, regardless if you are shopping "by the numbers" or from your personal experience, I hope that the next bottle of wine you purchase for home or in a bar or restaurant is one that gives you great satisfaction from the very first taste to the very last drop; and that it is truly a great value for the money spent. And naturally, if shared with the Love of Your Life, Your Only True Love, always remember when in the Middle Kingdom, "Roses are red, violets are blue, but red is the color of my true love's wine": Now and forever more, I am *Red Owl*, Ever Vigilant, over & out. ▀