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最多的选择，最好的时代

Wine & Dine China

There Have Never Been More Options

中国已经进入了一个前所未有的美酒美食百花齐放的时代，无论是大都会北京还是圣城拉萨，从吃披萨喝咖啡的休闲小馆到人头济济的美食潮地，甚至是业内最受推崇的米其林星级餐厅，选择之广是前所未有的。对于热衷追求高品质美食享受的人来说，休闲咖啡厅也好，最热门的高级餐馆也好，最好的消息莫过于只要是提供顶级美酒的地方，都有侍酒师或酒水专家在旁协助，甚至餐厅经理都可帮你选择一款与食物匹配、价格适宜的完美酒品。



日渐成熟的Y代人开始紧跟前辈X代人的脚步，不论是无形的服务还是有形的产品，他们都要物有所值。而对于将迎头赶上的Z代人，他们中最早出生的那批也才刚刚达到法定饮酒年龄，但是可以预料到，Z代人将更精明，他们会要求品质更好的酒品来搭配美食。

我相信，到2025年聪明的Z代人将名列世界顶级侍酒师和米其林星级大厨之列。中国已经是亚洲强国，假以时日将成世界最强大国家之一。中国也是全球最热门的旅游胜地，中国人境外游已经跃居世界第一，无怪乎中国美食在世界范围内备受瞩目，诸多世界顶级葡萄酒专家和大厨纷纷来华开店，一时间特色小酒馆、咖啡店和以厨师及侍酒师为依托的美食潮地如雨后春笋般涌现。

过去有钱的中国人要享用世界顶级美食美酒，不得不去巴黎、伦敦、巴塞罗那、摩纳哥或者日内瓦游玩一趟，但现在情况大不同了，中国已经成为新的美酒美食旅游目的地，东西方饮食文化在此相互交融，从小点心到腓力牛排，样样都是最顶级。贺兰山酒庄、怡园酒庄等出产的中国本土葡萄酒都有非凡表现。至于拉菲庄园、红颜容庄园的珍贵陈酿，中国的高端餐厅也有供应。如果试着光顾身边的高级餐厅，相信一定会让你惊喜不断，为服务人员的专业水准和其提供的高品质产品。





As never before, wine and food enthusiasts from Beijing to Lhasa have more options as to venues from casual pizza cafes to gourmet destinations and even some of the world's finest Michelin star restaurants. But for those who seek a quality food and beverage experience, be it a casual café or the fanciest and trendiest of hot spots, the best news is that almost no matter where you go that premium wines are served, there is now a sommelier, a wine captain or a restaurant manager to assist you find just the right wines to go with your food selections at a price that you can afford.

The upwardly mobile millennial or Y generation is now aggressively joining their predecessor generation X in reaching for the best that money can buy, no matter the product or service. And soon to come will be the Z generation or post-millennial generation, the oldest of whom are just now reaching the legal drinking age in China. All predictions

are that the Z will be even more wine savvy and consistently demand even better quality wines that pair perfectly with whatever cuisine on which they choose to dine.

I can see it now: In 2025 genius Z's will become recognized as among the top Master Sommeliers and Michelin star chefs in the world. China is already the powerhouse of Asia and no doubt over time, the most powerful country in the world. China is also the top tourist destination worldwide; and the Chinese are now ranked as number one in outbound tourists. And so, it is quite easy to understand why all eyes are on the food and beverage scene in China and many of the top wine experts and culinarians are moving to China to open signature bistros, cafes and "over-the-top" chef & sommelier centered gourmet destinations.

It used to be that if the well-to-do, successful Chinese wanted to wine and dine in the finest restaurants the world could

offer they had to travel to Paris, London, Barcelona, Monaco or Geneva; but fast forward to 2013 and the reality is far different. China has arrived as a wine and food destination, no matter the cuisine, for East has met West and the result is excellence in food and beverage from dim sum to fillet mignon; and China produced wines of distinction, such as Domaine Helan Mountain and Grace Vineyard to the rarest vintages of Chateau Laffite Rothschild and Chateau Haut Brion are available wherever superior dining takes place. So, if you have not visited some of the top wine and food destinations in your area, you are bound to be pleasantly surprised with the quality of the offerings and the professionalism of the staff no matter your choice of venue, be it home-grown or World renowned. I am *Red Owl*, Over & Out. ▣



田博华，公益创业家，非政府组织 FTA 领导人。该组织以最小的运营开支争取最大限度地帮助美国及亚太地区需要帮助的人们，并致力于与联合国儿童基金会和国际仁人家园合作来减轻他们的困苦，此外还以直接干预和慈善捐赠的形式帮助柬埔寨和泰国的贫困家庭和个人。目前 FTA 在美国纽约州梅纳兹、柬埔寨金边和泰国曼谷设有办事处。

Fred Tibbitts, Jr. heads an NGO, Social Entrepreneurship, Fred Tibbitts & Associates or "FTA", keeping all expenses to a minimum and donating all profits to those less fortunate in Asia Pacific and the United States. FTA is committed to easing the suffering of those less fortunate via contributions to both UNICEF and Habitat for Humanity International. In addition, FTA does direct intervention, charity relief for individual, very poor families in Cambodia and Thailand. FTA has offices at Phnom Penh, Cambodia; and Bangkok, Thailand.