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圣诞节在中国跟在亚太地区大多数国家一样，不仅给人们带来精神上的喜悦，也是一个令人欢欣雀跃的节日。不管来自何方，基督徒在这一天都会互赠礼物，每个人、每个家庭都有各自独特的庆祝方式。无论是几代同堂的名门望族还是平凡普通的小家庭，都少不了外出采购礼物、举办派对活动，阖家团聚共度节日。只要亲人和爱人们在一起就好。

圣诞节最初的意义旨在弘扬爱与真情，希望每个人都能心怀悲悯同情，乐于与人分享并不断自省，当然也少不了和亲朋好友互相馈赠一些礼物，一家人围坐桌边品尝各种自制美食。圣诞假期更是久未谋面的好友叙旧、至爱亲朋团聚的好机会。

2013年圣诞节就要到了，这一切还将照例上演。而对于绝大多数中国人来说，这个节日倒更像是一个采购季。人们互送礼物和贺卡，聚会，K歌。除了家庭娱乐活动，很多人还会和亲朋好友一起去喜欢的餐厅聚餐，一些公司也会选择在这个时候进行商务宴请，那么普通中国人或非基督徒又是怎样过圣诞节的呢？他们的庆祝方式自然不会像西方人传统的庆祝方式那样更富宗教

意义。根据维基百科所提供的资料，圣诞节可追溯至公元354年，善良的人在这一天通过各种庆祝活动分享喜悦。传统的基督教圣诞节也好，中国Style的圣诞节也好，都有一项不可或缺的活动，那就是呼朋引伴共品美酒。

无论是七零八零还是九零后，他们有个共同特点就是葡萄抱酒有热情和喜爱，一直以来都是如此，相信他们的这股热情会一如既往地持续下去。他们对分享美食佳酿体验尤为热衷，特别是邂逅了美味好酒。他们去餐厅用餐，去酒吧坐坐，都喜欢随手拍，记录下生活的点滴。随着生活水平的不断提升，中国也开始出现以家庭为单位订购葡萄酒的自饮群体。这样，当人们外出就餐或者过圣诞节这类节日时，就能随时随地畅饮美酒了。尽管中国政府倡导厉行节约、制止奢侈浪费，严格控制公务宴请活动，可当下中国富豪和“土豪”们的力量也不容小觑，他们支撑起了中国高档葡萄酒市场，其发展前景依旧乐观。

圣诞节期间在中国最受欢迎的葡萄酒是什么呢？当然是红葡萄酒了。圣诞的主色调就是红和白嘛，不过彩虹七色都是这个季节不可或缺的点缀。各种颜色的小饰物、装饰品、礼物和好吃的东西，哪个不让人心动。在这个充满圣诞气息的十二月，一定要备足红酒。赤霞珠、梅乐、西拉、马贝克、勃艮第、波尔多、基安蒂、巴罗洛、黑比诺以及加州仙粉黛，都是不错的选择。当好朋友打电话邀你共度假期时，便可拿出备好的佳酿款待来宾，不过在频频举杯、酒酣耳热之际，别忘了给我留一杯。说不定我会带着一大包圣诞礼物从烟囱里下来，给你们带来圣诞惊喜呢。

又是美酒飘香的季节，圣诞来了！



Christmas in China is celebrated as in most of Asia Pacific as a joyous spiritual as well as festive, gift giving season for Christian westerners and Christian Asians alike; and an equally as festive time for those who celebrate the season in their own ways, often primarily with party-going, gift shopping & giving and family time to rejoice in their good fortune, no matter how great or how small.

The original spirit of Christmas is one of love, compassion, sharing, and reflection, plus gift giving and festive family gatherings around a warm hearth or in the family room, including the most generous assortment of home-cooked comfort foods the family can afford on Christmas Day; and as well before and afterwards for as long as friends and relatives are gathered.

Fast forward to 2013 in China and while these same traditional practices continue among many who celebrate Christmas, the vast majority of Chinese think of Christmas more in terms of festive shopping, gift and Christmas card exchanging, partying, singing and both home entertaining as well as dining out at their favorite restaurants with family, friends and business associates. To say

that the Chinese or non-Christian style of celebrating Christmas is any less meaningful than the traditional western model, which is said to date back to as early as 354AD (according to Wikipedia) is to exclude millions of Beautiful Souls the world over who know other traditions, yet now as well embrace many of the joyful practices associated with Christmas. But whether it's traditional Christian Christmas or today's Chinese Christmas, both traditions embrace the joys of sharing premium wines with friends and family throughout the holiday season.

We know that the millennials or Y generation are avid wine consumers; as have been and continue so to be the Xer's, not to mention the baby boomers. But in China it is clearly the millennials who are showing the others just how much more enjoyable is one's restaurant or bar experience, especially with good food, when one indulges in a favorite premium wine or discovers new wines that as well pleasantly suit their palate. As a result, increasingly the upwardly mobile Chinese are ordering fine wines in volume for home and when dining out and their Christmas celebrations are no exception. The government may have restricted officials from arranging lavish banquets and dinners, but the wealthy and "nouveau riche" Chinese are proving that the premium wine business in China continues to have a very rosy outlook.

And what are the favored premium wines of choice for Chinese Christmas celebrating? Why red, of course. Christmas is red and white and all the bright colors of the rainbow thrown in to besparkle the holiday ornaments, decorations, gift wraps and goodies. So, be sure to stock your wine supply with plenty of your favorite reds, so that when your friends and family come calling this December, you can welcome them with plenty of holiday cheer as you generously serve them your delicious Cabernet Sauvignon's, Merlot's, Shiraz, Malbec's, Burgundies, Bordeaux, Chianti's, Barolo's, Pinot Noir's, and maybe even California Zinfandel's with a gregarious "Ho Ho Ho", ala good old "St. Nick". And by all means, save a glass or two of your finest for Red Owl, for you never know when I might be coming down your chimney with a bag of Christmas surprises for every good girl and boy. For "'Tis the season to be wine jolly". Ho Ho Ho. 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.