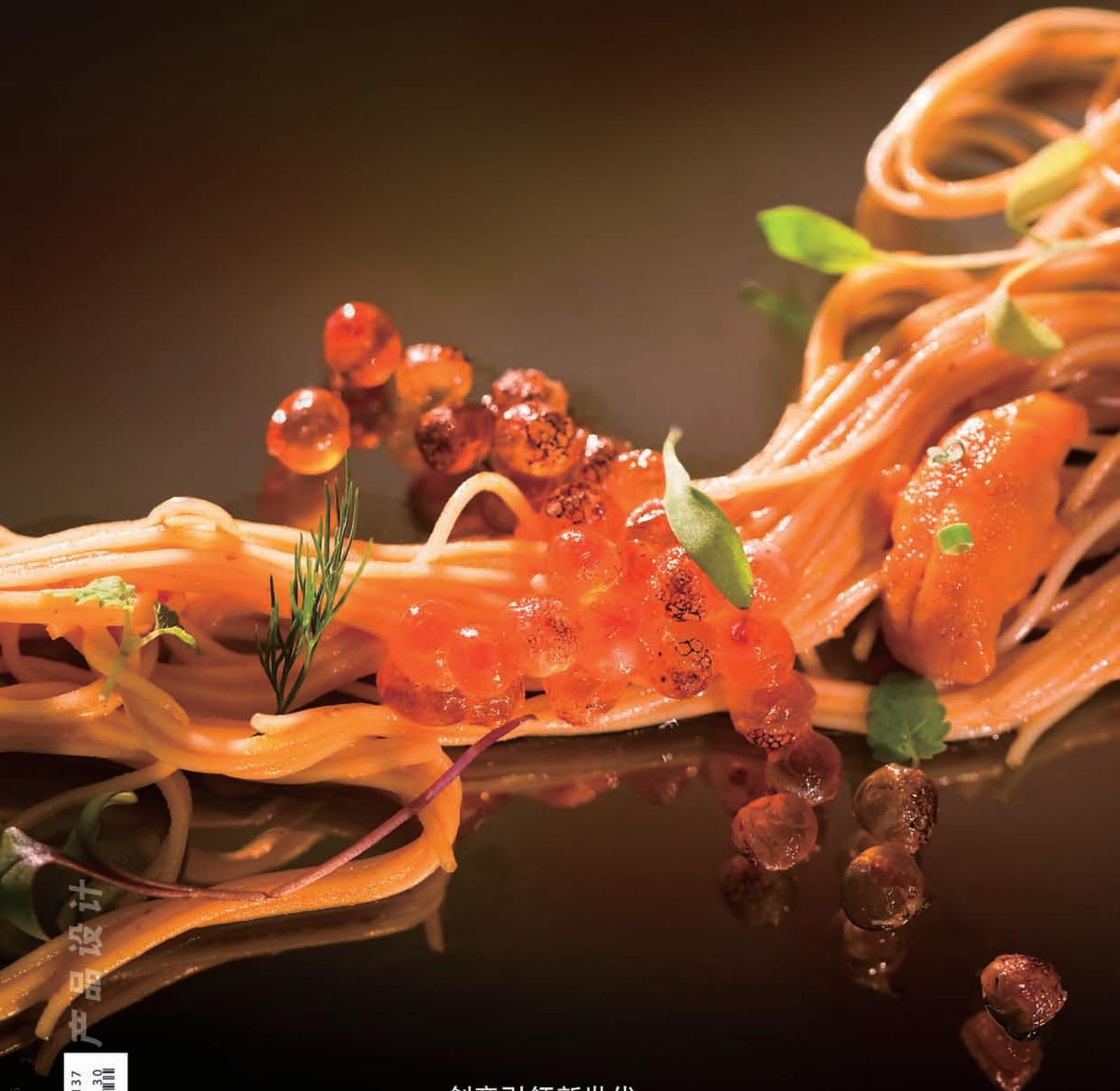


# New Western Cuisine.



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产品设计

创意引领新世代

New Generation Great Innovation



定价: RMB 25 US\$ 5



**Fred Tibbitts, Jr.**

Fred Tibbitts, Jr. is the foremost global wine & spirits consultant for National Account chain hotels and restaurants, based at Bangkok and New York. He travels the world annually attending several of the leading wine and spirits expositions, seminars and conferences. He is a writer for industry and entertainment publications in China and the U.S.

常驻在曼谷和纽约的Fred Tibbitts, Jr.是全球最著名的品酒顾问之一，他为众多的连锁酒店及餐厅提供咨询。还参议过许多国家重要的餐饮会展以及项目。大量相关的著作及评论发表，在业界，一时洛阳纸贵。

## Y一代对于酒的独享方式 The Wines and Beverages of Generation “Y” Celebrate with Everything



Generation “Y” (a.k.a. “Millennials”) celebrate with everything that is beverage from bottled waters and energy drinks to beer, wine & spirits; so, let’s take a look at each of their beverage groups.

You cannot be Generation “Y” if you are without your favorite bottled water, be it San Pellegrino Sparkling Natural Mineral Water or the newest high-fashion water to arrive in China, FIJI Water, which officially achieved carbon negative status in 2008 and has committed to offsetting its total carbon emissions by 120% each year.

Energy drinks are canned or bottled beverages that typically contain large amounts of caffeine and sugar with ingredients such as Ginseng Extract, B vitamins, amino acids (like taurine) and herbal stimulants such as guarana. They are marketed to Millennials as stimulants, which is why their names convey strength, power, speed and sexuality with names like “Xtrem”, “Abordage” and “Binary”. The China energy drink industry has benefited by the 35% import duty and the 7% VAT tax on all

imported energy drinks, yet European and other western ex-pats who prefer brands such as “Red Bull” and “Aphrodite Love Drink” seem more than willing to pay extra to have their favorite imported brands.

Energy drinks and spirits (primarily vodka) have become very popular the world over with Millennials at bars and restaurants: In fact, energy drinks and vodka is one of the top selling combinations for the “Y” Generation in many countries. In the United States and wherever “Red Bull” is sold at bars and restaurants frequented by Millennials, ABSOLUT Vodka and “Red Bull” are always one of the top “calls” or requested cocktails. Many enterprising bartenders (or “mixologists” as the more sophisticated bartenders are now called) have added creative garnishes and other stylistic enhancements to differentiate themselves and their bar, but most serve the drink over ice for a nice chill effect. Naturally, the extensive range of ABSOLUT flavors as well as those of other Premium vodka brands allows for endless variations of the cocktail in proprietary mixologist

recipes to tantalize the avid Generation “Y” bar patron.

At the same time light ingredients, such as cranberry juice, strengthen the sweetness that comes from the energy drinks in these cocktails. Other spirits, such as tequila, rum and even gin are often added on top of the vodka and energy drinks in some of the more exotic mixologist recipes, reminding one of the quite famous “Long Island Ice Tea” cocktail of 1970’s-1980’s fame, which was basically a combination of every spirit in the “well” or on the “speed rack” at the bar mixed with ice tea.

Then there are the so called “alcopops” or Ready To Drinks”, which are bottled, pre-mixed alcoholic beverages that resemble soft drinks or lemonade, such as “Smirnoff Ice”, “Bacardi Breezer” and “Mike’s Hard Lemonade”. These alcopops are primarily made from beer to take advantage of lower alcohol taxing on beer and wine and they are mainly sold at convenience stores and in supermarkets, because they are a convenience product for home or on-the-



go use; whereas bars and restaurants prefer to have their mixologists prepare fresh cocktails with all natural ingredients and distinctive garnishes that insure authenticity in their on-premise, professional mixology.

Okay, so enough about energy drinks and alcopops: Let's talk about Millennial wines. Millennials celebrate in their own style, taking far less notice of what their older siblings and/or their parents prefer than what appeals to them: And advertisers know this well. So, be it red or white, Millennials go for extreme flavor, color and texture or "mouth feel", which is why they gravitate towards wines with more body, depth and personality, meaning the "Reserva" or "Reserve" and boutique wines of the world.

Another beverage and food trend among Generation "Y" is that they prefer grazing, rather than gorging. Millennials socialize over tastes of food and beverages, such as dim sum and reserve or single vineyard wines, be they "New World" or "Old World" wines. Dim sum and tapas were the original plated tastes of foods in bistros and restaurants, today referred to as "Food Flights", while three tastes of wines that are different, yet share certain common characteristics and collectively equal one full glass of wine are considered "Wine Flights". When you combine food flights with wine flights, you are in Generation "Y" Heaven: Add stimulating conversation or better and who could ask for more?

Okay, so, here is a test: How do you recognize a Millennial at your favorite bar, restaurant or hotel outlet? Correct, of course, if you answered "18-30 years of age and dressed differently than you and your friends". But to be certain, since appearances can at times be deceiving, you must note their beverages of choice: They are sure to be unconventional, colorful, garnished as never before, rich, authentic, even obscure, natural over synthetic and with plenty of flavor: If so, you've found Generation "Y".

And just how should you treat these youngsters, anyway? Ignore them with impunity? Tell them what they should like, because it is the accepted norm? Or perhaps be the listener and try to understand why they are beautiful? Well, I always elect to see the beauty in others, even if it is a well-kept secret, but you know, there is something else you might just wish to consider: One day in the not too distant future, THEY will be running things; so unless you are independently wealthy, you might just want to take into consideration that they will be making the employment and advancement decisions in virtually every government and free enterprise situation. Yes, THAT Generation "Y". Don't you just love those Millennials more and more every day that passes? I thought so.

As always, I am Red Fred, over and out. \*

Y一代对于所有的酒都不排斥，从形式到内容。究竟他们对于酒的独享方式是怎么样的呢？我们不妨管窥一斑。

如果你手中没有一款你最钟爱的当下最潮的水，那你肯定不是Y一代。比如San Pellegrino的水或者当下刚刚莅临中国的FIJI的水。罐装或者瓶装的能量饮料一般充斥着大量的咖啡因、糖、维生素B等等各种成分。他们似乎传递给人们一种符号：能量、速度和性感，就像“Xtrem”、“Abordage”和“Binary”这些名字一样。中国能量饮料市场上充斥着35%的进口产品。

能量饮料和其所昭示的精神在当今社会广受欢迎。在很多国家的酒吧和餐厅中，能量饮料一直稳居Y一代消费市场第一的宝座，这里边尤其又以伏特加和红牛最为畅销。很多酒吧都会创造自己的特色饮料而希望达到标新立异的效果，但是一般伏特加伴着冰块总是一个经典的搭配。同时，在调制鸡尾酒的过程中，很多软饮的成分也被加入进来，比如一些果汁，为了达到让口感柔和的目的。

还有一些饮料叫做“alcopops”或者“Ready To Drinks”，这是一些提前调制好的饮料，比如“Smirnoff Ice”，“Bacardi Breezer”或者“Mike’s Hard Lemonade”。这些饮料酒精含量低，并且方便携带，你可以在超市中很方便的买到。

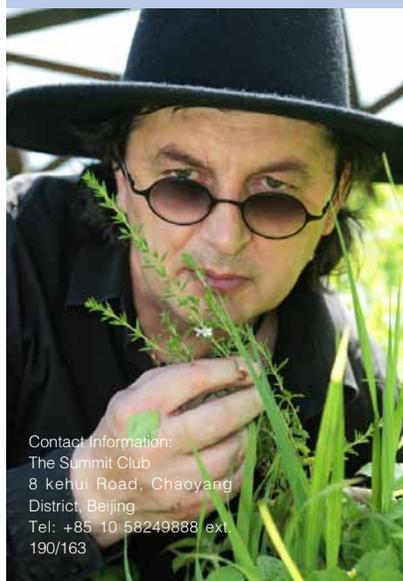
上面提到了很多关于酒或者alcopops的事情了，下面让我们换个

话题，聊一下Millennial风格的饮料——这是一种Y一代自创属于自己风格的饮料。他们追求感官的享受：颜色、气味、入口的感觉都是很重要的。

这里有一个测试，要如何从你身边识别出这些Y一代呢？如果你的回答是”18-30岁，穿着迥异于一般人”，那么你的回答也算是正确的。但是，别忘了你还可以从他对饮料的选择中看出端倪。识别出来了，那么下一个问题就是你要如何去对待这些Y一代呢？若无其事的忽略？告诉他们如何才是常人所能接受的行为方式？抑或是试图去倾听并了解他们？尊重他们。你要知道将来世界的话语权在他们手中，所以，为什么不带着一点点的赞许去尊重他们呢？这是我的观点。

我是**田博华**，一直在这里。

### 3 - Star Shines at Summit 中西的顶尖融合



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190/163

A Michelin restaurant, representing the highest standard of the world cuisine, will open at the Summit Club in 2010. With the engagement of Three-Michelin-Star Chef Marc Veyrat and distinguished Wine Sommelier Nicolas Carre, the restaurant shall open a new chapter in Western cuisines in China to shine as one of the most exacting food and wine pairing destinations in this part of the world.

Born in 1950 in France, Marc Veyrat is one of the four top chefs who won twice three-Michelin-star in history and the only chef having received full score of “GAULT et MILLAU”. Marc is a master of extreme creativity who has made revolutionary artistic renovation to gastronomy. Gastronomists in China may now experience Marc Veyrat’s first show of his fascinating modern French cuisine at the Summit Club on January 29 and 30, 2010.

连续两次获得米其林三星、世界唯一GAULT MILLAU满分法国顶级厨艺大师MARC VEYRAT，将于2010年1月29日、30日为中国美食家亲自主理现代法式盛宴。每天限量仅50席。无需飞到法国、无需再等候半年的预约，在北京即可品尝到名冠全球的大师作品！