

New Western Cuisine



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产品设计



China-Western Cuisine



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常驻在曼谷和纽约的田博华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。还参与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。

Wine China The World of Wine has Arrived

葡萄酒中国 已经抵达的葡萄酒世界

Photos by 冯承杰 Ukonphoto

There was a time when Chinese-produced wines in stores and on restaurant wine lists were dominated by the large volume China labels, such as "Great Wall" and "Dragon Seal"; not to mention the traditional, very cheap mixed wine beverages made from exotic combinations of grapes, rice, sorghum, millet, Chinese gooseberries, osmanthus, cherries, longan, apples and even tangerines; all so very popular among the Hutongs and back streets from the hamlets to the mega cities. But today The World of Wine has Arrived in China. And one day China will be the top wine consuming nation in the world. Mark my words, just as there is the world-famous "Wine Australia" national wine show, there will be a "Wine China" national wine show and the world will flock in herds to its doors to explore the world of wine in China.

It has been and continues to be a gradual process of more and more Chinese learning to appreciate imported premium wines from around the world and for foreign and Greater China investment to upgrade existing wineries and begin the process of producing award-winning wines, such as with Domaine Helan Mountain and Grace



Vineyard. While the majority of Chinese continue to prefer their rice and other mixed wine beverages, the upwardly mobile Chinese are clearly choosing to pay more for the privilege of enjoying premium wines from China and around the world.

Greater China and the Mainland in particular will be the world's leader in just about every category over time, so it's really not that hard to accept that China will be the World's leading wine consuming market over time. If you look at the top rare wine auctions around the world, more often than not the buyers are Chinese and many of the auctions themselves are moving to Hong Kong: Next stop, Macau and Shanghai. And as the Chinese with money to spare become more brand conscious, watch for the super and ultra premium wine market in Greater China to soar, both imported and Chinese produced wines. Watch for Chinese-produced "Icon Wines" to earn the respect of the global wine press and a growing legion of Master Sommeliers and Masters of Wine springing-up across the Mainland and Greater China. Aspiring wine aficionados from 19 to 99 will follow the advice and wisdom of their Chinese wine gods, rather than those from the west. And the top vineyard owners and winemakers from the most prestigious houses known to man from every continent will compete for bookings at the more successful wine-oriented restaurants, clubs and hotels in Greater China. The center of the World of Wine will move east and rest on the Mainland. Yes, Hong Kong, Macau and Taiwan (once reunited with the Motherland) will grow their wine societies, legions of wine sommeliers and collectors, no doubt, but the future center of the World of Wine will be the Mainland. You know what they say if every adult in China chose to drink just one glass of imported wine a day...well, just wait, China will amaze the disbelievers and reward the believers.

The color of the top wines the world has to offer is red, just as the color of China's national flag and the heart of the people. And if you are a romantic, never forget that "Roses are Red, Violets are Blue, but Red is the Color of My True Love's Wine"....sayeth Red Fred.

And I am *Red Fred*, over & out.

从某一个时间开始，商店的货架上和餐厅酒单上，像“长城”、“龙徽”这样产自中国的葡萄酒开始涌入人们的视线。抛开葡萄酒酿酒的传统不谈，这些便宜的葡萄酒饮料由异域的葡萄混合而成，原料可能还有大米、高粱、小米、中国醋粟、桂花、樱桃、荔枝、苹果甚至于橘子，这些葡萄酒在中国的街头巷尾流行开来，无论是在小村庄还是国际化大都市均是如此。而今，葡萄酒世界已经抵达中国，总有一天中国会成为世界上葡萄酒消费量最大的国家。记住我的话，就如同是在澳大利亚有一个世界闻名的葡萄酒展示活动——“葡萄酒澳大利亚”一样，在中国也会有这样的一个“葡萄酒中国”活动，全世界的人都会蜂拥而至，来开发在中国葡萄酒庞大的市场。

无论是现在还是不远的未来，这还都将是一个逐渐的过程，越来越多的中国人开始了解去欣赏那些来自全世界的进口葡萄酒，也包括那些在大中华区斥资开发的极具获奖潜质的优秀葡萄酒，比如贺兰山酒庄和怡园酒庄。在大多数中国人选择白酒的同时，选择花更多的钱去享受中国和全世界葡萄酒的人数有很明显的上升趋势。

大中华地区尤其是中国大陆地区将随着时间的推移在几乎每一个领域成为世界的领跑者，所以中国将成为世界葡萄酒最大的消费市场也将成为一个历史的必然。如果你关注世界顶尖珍稀葡萄酒的拍卖，你就会发现买主大多是中国人，而这些拍卖也会转战香港，再下一站是澳门或是上海。正因为中国人的手里有钱，所以越来越多的品牌开始关注高端葡萄酒在中国市场的利好。看看中国制造的“标志性葡萄酒”在世界葡萄酒界获得尊敬，越来越多的大师级侍酒师和大师级葡萄酒在中国大陆地区和大中华地区涌现出来。有追求的酒鬼们，无论老少，都会追寻着酒神杜康的智慧，而并非西方的酒神巴克斯。那些顶级的酒庄庄主和葡萄酒制造商，也在寻求在大中华地区的俱乐部、酒店和餐厅获得更大的成功。葡萄酒世界的中心将持续东移，并停留在中国大陆。是的，香港、澳门和台湾的葡萄酒组织也在增长，侍酒师和酒藏家的数量也在增加，但是无疑葡萄酒世界的中心将是中国大陆。无法想象每一个成年人一天喝一杯进口红酒的日子……好吧，只要等待，中国就会让那些质疑者瞠目，而让那些笃定者受到奖赏。

世界给顶尖葡萄酒的定义是红色，亦如中国的国旗和中国人的赤诚之心。如果你是浪漫的，别忘了这句话，“玫瑰是红的，紫罗兰是蓝的，而红色正是我真爱之酒的色彩……”——田博华

我是田博华，一直在这里。