

New Western Cuisine.



ISSUE 67 January 2011



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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。

Global Wine Revolution *The Fun Has Just Begun* 全球葡萄酒革命 好戏才刚刚开场

Photo by Donald Uy



Globalization now affects all aspects of our lives, no matter our location on planet earth. And the positive effects of globalization on the wine industry are inspiring a global wine revolution that is increasingly changing nearly every aspect of how wine grapes are planted, grown and harvested as well as how wine is produced, transported, sold and served. As the news is all good, it's safe to say that the fun has just begun for everyone who enjoys wine.

For starters every industry, including the wine industry is going "Green" to reduce the effects of global warming, greenhouse gases and to conserve the earth's precious resources. So vineyard farming practices, from organic to responsible traditional, solar panels to save on electricity in the production and storage of wine; lighter weight glass, new hi-tech PET bottles and the latest innovations in alternative packaging, such as "tetra pac" to save on shipping costs; more fuel efficient trucks and railroads; more energy efficient distribution centers and local delivery systems and a host of other new

technologies are making a big difference in how from the grape to the glass the wine industry is undergoing nothing less than an amazing transformation.

But the most visible effect for the average wine consumer across the world and now as well in China in wine shops and supermarkets; and in clubs & bars, restaurants and hotels is the increasing diversity of quality or "premium" wines from around the world becoming available for purchase. In the case of China there are now high quality wines on the market that are produced in China and made with 100% premium wine grapes all grown and bottled in China: This is a far cry from the many "China" wine labels that most tourists and many consumers thought were produced from grapes grown in China, but were instead probably 90% imported grapes (That had been shipped in huge containers of grape concentrate from all corners of the globe) mixed with probably 10% domestic grapes.

And the fun of tasting wines from China and around the world is attracting a multitude of our upwardly mobile Chinese who have never before been interested in trying imported wines and developing a "wine palate". This revolution of new consumers is fostering many related businesses to spring-up everywhere from wine appreciation classes for the general public to certified wine sommelier training classes for the hotel and restaurant wine professionals to wine and food pairing instruction for chefs as well as the serious wine consuming public. As a result of these trends and the projected growth of the domestic consumption patterns for premium and luxury products of every description, over time China is expected to become the number one imported wine market in the world. And don't think the world of wine producers has forgotten the oft repeated truth that "If every adult in China drank just one glass of imported wine daily the world could not produce enough wine to satisfy the demand". My how times are changing.

So, let's say you want to begin your wine odyssey by exploring the wines of the world: What to do and how to go about it? You can start by visiting your favorite supermarket and a nearby wine shop with a good selection of Chinese and imported premium wines. See all the different countries represented in their wine selections and decide the price range within which you are prepared to invest to learn your way around the wide world of Chinese and imported premium wines. In the broadest terms you may choose from red, white, rose or "blush", dessert (extra sweet) and sparkling or Champagne wines. I suggest you begin by asking the sales assistant for a good value in a red and a white for someone just beginning his wine journey.

If you still have the budget after selecting the red and white, go for a California "White Zinfandel", considered a "blush" wine and a good value in a "Cava" sparkler from Spain or a "Prosecco" sparkler from Italy. And finally, ask the sales assistant for suggestions on what would be the best foods to serve with each wine. Okay, now, just one more stop before you race home to let the fun begin: You need to be sure you have the right wine glasses to fully appreciate the nose and the flavors of your premium wines, so go to the glassware section of your favorite household goods store and buy a set of four large red, four large white and four sparkling "flutes", so that you are always ready to share your favorite wines with friends.

Okay, so you're home, the wine glasses are at the ready and it's time to open the wine. I always start the evening with a glass of friendly white wine and since it is a pity to drink without eating, be sure to have some snack foods for "grazing" that compliment the wines. A great way to go before a meal is to prepare small squares of your favorite wine-friendly cheese with Italian or French baguettes. For dinner you might serve a red meat and enjoy your bottle of red wine; however if you are having say a nice white fish, just stay with your white wine. As for the Cava or Prosecco, since sparkling wine and Champagne go with all foods, another way to go is just to start with your sparkling wine and stay with it right through the meal.

But what about your wine journey when you venture out to one of your favorite restaurants, clubs, bars or hotels? No worries, just study the wine list and ask the waiter or wine specialist what they recommend for someone just beginning to learn about wines. Ask for a recommendation for a wine before dinner and one with your dinner; and of course be sure to re-confirm with the staff that the dinner wine they recommended will go well with the foods you finally decide for your first course and also your main course.

And that's it: You're now on your way to becoming a true wine connoisseur before you know it. What will determine how quickly you go from novice to expert will be your dedication to trying as many different wines as possible from around the world every time you dine out and always shopping for wine whenever you go to the supermarket to purchase food for dinner. Let the fun begin! I am **Red Fred**, over & out.

无论我们生活在这个星球的什么地方，全球化都在影响我们生活的各个方面。就葡萄酒行业来说，全球化的正面影响正引发了全球葡萄酒革命，它几乎改变了葡萄种植、生长、培育以及葡萄酒生产、运输、销售、服务等各个方面。目前我们得到的消息也都还不错，所以对于每一个喜欢葡萄酒的爱好者来说，有趣的事情才刚刚开始。

每个行业的领先者，包括葡萄酒行业，都在努力使得行业变得“绿色”以求减轻全球变暖、减少温室效应、保护珍稀资源。葡萄园种植模式，从有机的到传统的，采用太阳能面板节省葡萄酒生产和存储过程中使用的电能。轻量酒杯、新科技PET酒瓶，以及创新的包装方式，如“利乐包”等可以节约运输成本，采用更有效的卡车和铁路、分销中心、当地的运输体系。更有一系列新技术确保从葡萄到葡萄酒这一转变过程中不产生浪费。

对于全世界的普通葡萄酒消费者，以及中国的葡萄酒商铺、超市、俱乐部、酒吧、餐厅、酒店来说，这种变化带来的最明显的变化时葡萄酒种类的多样化，以及越来越多的世界各地的顶级葡萄酒走进消费者的生活。以中国为例，目前中国市场上出现的许多高品质葡萄酒都产自中国，其中100%的优质葡萄都在中国种植，之后在中国装瓶。这与很多贴有“中国”葡萄酒商标的葡萄酒不同，很多游客和消费者以为这种葡萄酒的葡萄是产自中国，然而实际上，其中90%的有可能是进口葡萄（这些葡萄来自全球各地，通过集装箱运输），10%为国产葡萄。

无论是中国产的还是世界其他地区产的葡萄酒，品尝起来都是一种乐趣，她吸引了无数生活前卫的中国人，在此之前他们从来没有对进口红酒感兴趣，也没有养成对于红酒的爱好。这些新消费者的革命催生了许多相关行业，不仅有教授普通大众如何品酒的课程，也有对于酒店、餐厅专业人员如侍酒师、厨师和葡萄酒消费者的专业培训。随着这些趋势的影响，以及由此引发的国内对高端葡萄酒和奢侈品消费模式的增长。在不久的将来，中国有望成为世界第一大葡萄酒进口市场。相信世界上每一个葡萄酒生产商都会将这样一个再三赘述的事实铭记于心，那就是“如果中国的每一个成年人每天都喝一杯进口葡萄酒的话，世界葡萄酒市场将出现供不应求的局面。”

假设你要在葡萄酒世界里开始你的冒险之旅，那么该做些什么，要怎么开始呢？首先，你可以去你最喜欢的超市，或是附近有各种葡萄酒的葡萄酒商店，了解这些葡萄酒的生产国家，确定你所要了解的中外各种高端葡萄酒的价格范围。从广义上说，你可能会选择红葡萄酒、白葡萄酒、玫瑰葡萄酒、甜酒、起泡葡萄酒或者香槟。我建议你在“启程”之时，向销售助理咨询一下什么才是真正性价比好的红白葡萄酒。

如果在购买这些酒后，你的预算还有盈余，不妨试试加利福尼亚的白仙芬黛，西班牙的“卡瓦”起泡酒或是意大利的普罗赛柯干白汽酒，当然别忘记咨询每款酒适合搭配的食物。最后在奔回家享受美酒乐趣之前，确保选择合适的葡萄酒酒杯让您真正体味其中的醇香，所以你还得去日用品商店购买一套酒杯，包括4个红葡萄酒杯、4个白葡萄酒杯、4个起泡葡萄酒杯。这时，你就可以与亲朋好友一起分享你钟爱的葡萄酒了。

现在到家了，酒杯摆上，万事俱备，只欠美酒了。夜幕低垂之时，我常常选择一杯白葡萄酒作为开场，因为没有美食的烘托，单喝酒有些可惜，所以记得要在这时搭配点心。最好的方式是在正餐之前准备一些奶酪和意大利或法国长棍面包。晚餐时一定要选有红肉来搭配你的红葡萄酒，当然如果你准备的是鱼肉，则选择白葡萄酒，卡瓦和普罗赛柯倒是适合搭配各种食物。另外一种方法就是让起泡葡萄酒陪同整个晚餐。

要是去餐厅、酒吧、酒店，那该怎么办呢？别担心，只需要仔细研究酒单，再咨询服务生或是葡萄酒专家，了解他们推荐的酒，以此为起点。咨询的内容包括餐前酒、进餐时喝的酒，必须与服务人员确认他们的推荐与你点的菜搭配妥当。

基本就是这样，也许你还没有意识到你已经走在“成为葡萄酒鉴赏家”的道路上了。从业余选手转变成专业人士所需时间长短的关键要素在于：无论你是去超市购物或是外出就餐，你是不是去尝试或者了解尽可能多的葡萄酒种类。好戏才刚刚开场！我是**田博华**，一直在这里。