

New Western Cuisine.



ISSUE 81 March 2012



产品设计

精致生活

Boutique Merchandise



定价: RMB 25, US\$ 5



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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。



Wine, said to be the "Fruit of the gods", nourishes both Body & Soul. And you know it's true, for no sooner than you swallow that first sip of this divine offering, than a feeling of nourishment and well being permeates the furthest reaches of all that you know to be you....which is one way of explaining why one sip, one glass or one bottle, whatever your fill, is never enough. So, let's explore the physiology and the psychology of wine wellness over a glass of your favorite wine.

allowing the multiple aromas to invade your olfactory's unobstructed; and you roll the wine across your tongue and all around your mouth repeatedly, taking careful note of the "after taste" (or lack thereof) as you have swallowed, you're doing just fine as a wine taster. And this is why I say the most exciting possibilities for discovering the greatest joys of wine tasting lie with the psychology of wine tasting, rather than the physiology.

The Psychology of Wine Tasting

So, what do I mean by "wine psychology"? I'll give you an easy example: Have you ever tasted a red wine as delicious as the one you shared with your true love on that memorable date or meeting when you both knew for the first time you were in love? And if you taste that same wine all alone on a dreary, rainy afternoon or evening at the end of a highly stressful day while watching a

very boring program on TV, does it not seem like a totally different wine, and definitely not as delicious? Well, THAT is the psychology of wine. Taste and aroma are very important components of how our brain arrives at a "thumbs up" or a "thumbs down" on anything we taste, but in my opinion, the greatest collective influence is one's mood, imagination, the influence of one's endless catalogue of life's memories; plus the circumstances of each wine tasting that by far play the most significant role in tasting wine.

Basically, when we are happy, everything tastes better and the world is a wonderful place; maybe not a perfect place, but filled with new opportunities each day to express our happiness and celebrate our well being. And enjoying wine, being a healthy beverage when consumed in moderation is always a very positive addition to anyone's wellness lifestyle

formula. But if you look at the most typical circumstances when people normally drink wine, you find happiness associated with all of these occasions: Birthdays, anniversaries, holidays and romantic settings in bars, discos, restaurants, hotels, at festivals and at parties. All of these occasions and all of these places are associated with celebrating life in the fullest; and so naturally, if your mood is joyous and you are happy, the wine always tastes better.

So, the next time you're tasting wine, remember that taste and aroma are important, but more important still is the psychology of the moment. And if you happen to find yourself in the company of your true love or in a romantic situation, by all means order the best red wine you can afford and chances are, it will be the best wine either of you will have ever tasted; because you will be tasting far more than just the grape juice and the alcohol; you will be tasting one another, which is truly the divinity of the gift of the gods. I am **Red Owl**, over & out.

葡萄酒，有“上帝的果实”之称的美誉。

当你饮下第一口这神奇的液体，便会立刻感受到那滋养的味道，一口、一杯、一瓶，爱不释手，再难放下。让我们来探寻葡萄酒带来的生理心理机能改变的秘密。

葡萄酒品尝生理学

对于葡萄酒的品尝，世界各地每年有无数篇学术论文出炉，以科学的语言阐述葡萄酒品尝生理学。如果我用这些文章的语言来向你们解释，那绝对不愧对冗长无聊这四个字。不如我们尝试一下以下的方法：葡萄酒品尝生理学来自口味和香气。因此，只需将鼻子伸到酒杯中，让多种多样的滋味包裹住嗅觉器官。让葡萄酒在味蕾上翻滚，咽下时要注意是否有“余味”。基本上一个品酒师要做的步骤也就是这些了。这也就是为什么我说品尝葡萄酒的最大乐趣不在于葡萄酒品尝生理学，而在于葡萄酒品尝心理学。

葡萄酒品尝心理学

那么，“葡萄酒心理学”是什么？举一个很简单的例子，你是否品尝过这样一杯葡萄酒，仿佛当初与她初见怦然心动时，喝到的那杯一样。但如果是在一

个枯燥无味、阴雨绵绵的下午或是晚上，或是压力满载的一天，眼前是索然无味的电视节目，再饮这杯酒，感觉就完全不同了，肯定没那么可口美味了。其实这就是葡萄酒心理学。口味和香气指导我们大脑的运作，不过在我看来，最大的影响因素是我们的情绪、想象力以及生命里的回忆，更有每次品尝葡萄酒时的境况。

基本说来，当我们开心时，食物品尝起来都美味一点，世界也美好一些，虽然并不完美，但是每一天我们都能有更多的机会来享受人生幸福。享受葡萄酒，这种健康的饮品能带来更健康的生活模式。如果仔细了解人们享受葡萄酒的情景，你会发现幸福与所有场合有关：生日、周年、假日甚至在酒吧、迪斯科、餐厅、酒店等的浪漫场所。当然，你的情绪必定也高涨，欢乐越多，葡萄酒也喝得越多。

所以，下次当你品尝葡萄酒时，记住口味和香气很重要，但是更重要的是那一刻的心理境况。如果是与你的真爱共享浪漫，务必选择你所能支付得起的最好的葡萄酒，此情此景，必将让这款葡萄酒成为你的最爱。因为你所品尝到的不仅仅是葡萄酒汁和酒精，还有来自神的馈赠。

我是**红色猫头鹰**，一直在这里。

