

New Western Cuisine



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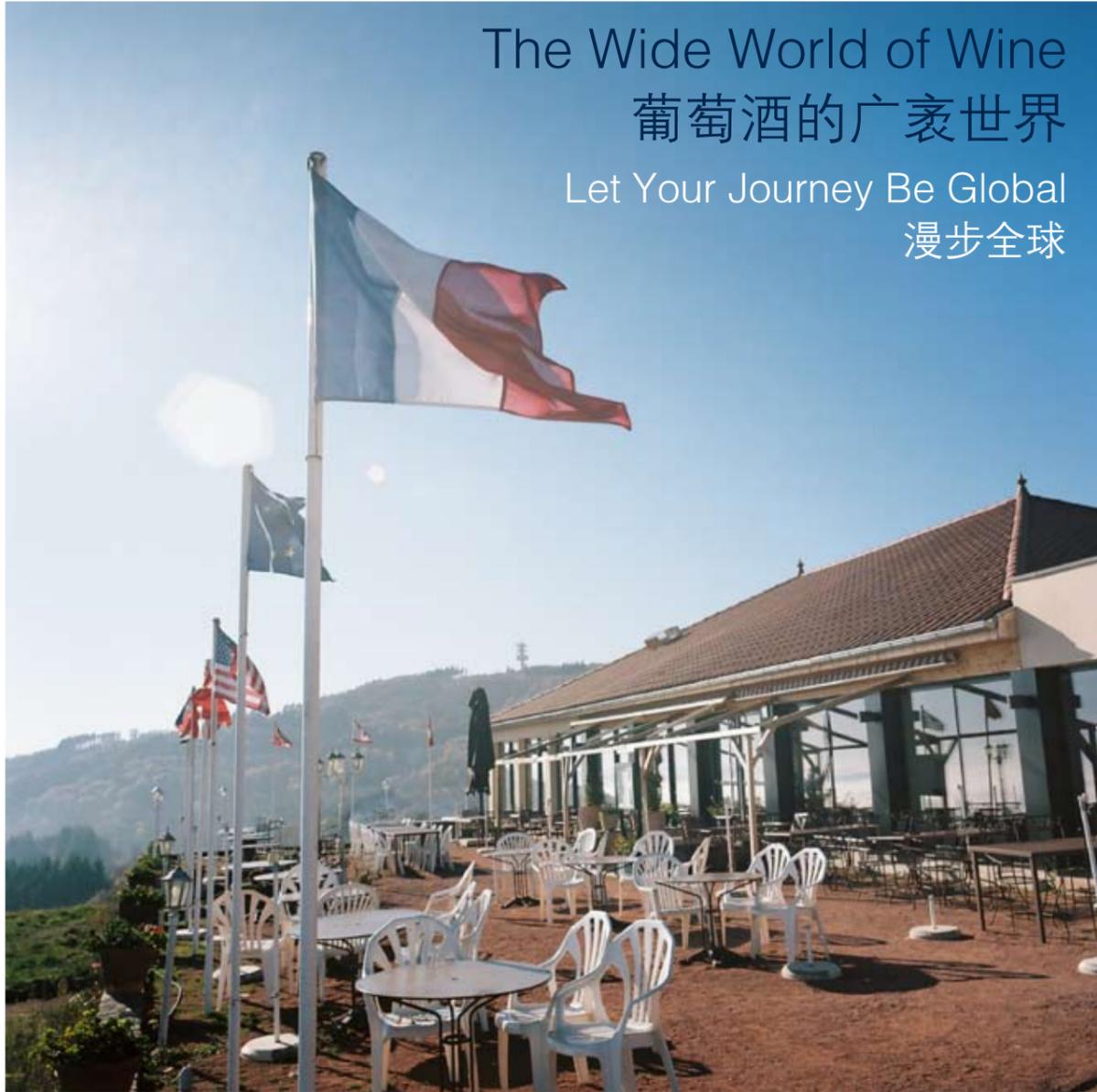


Fred Tibbitts, Jr.

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.
Photo circa 1979

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。

The Wide World of Wine 葡萄酒的广袤世界 Let Your Journey Be Global 漫步全球



There was a time, not so very long ago, when wine consumers drank mostly the wines produced in their own country and in fact, the wine enthusiasts of each wine producing region only drank the wines of their region in support of their neighbors and the local producers. And then the world shrank almost overnight: Suddenly the world became everyone's "backyard" and the wine shops and supermarkets selling wine were besieged

by salespersons promoting imported wines from the far corners of the globe.

At the same time, increasingly, people began to travel outside their regions and countries and continents, often finding wines they liked that were totally different from anything produced in their native countries....and when they arrived home, they realized that their wine journeys had changed their

palates for evermore. Wine shops and supermarkets across the world began to be swamped with requests for imported wines, many of which the shops had no knowledge. And so began the true globalization of the wine industry and every wine aficionado's personal global wine journey.

Actually, I am always in favor of supporting one's local, regional and national wine

producing industry; however, just like the majority of the world's wine consumers today, I like to try wines I have never tasted and the more unique the better. Sometimes you find interesting "proprietary" wines (those with names like "Fat Bastard" given by the winery) that are marketed more by their entertaining names than the profile of the grapes in the wine. Most proprietary wines are blends of different grapes, but not always. The names are meant to entertain, but also to suggest the taste profile on the palate. And let's face it, wine is entertainment, so why not be entertained by the name? It's simply smart marketing. And how can one resist a bottle of the California Nova winery "Marilyn Monroe" series, such as "Marilyn Merlot" (which sells-out within hours of its annual release to collectors and aficionados of great Merlot) when dining with a Marilyn? I love it. And so will your Marilyn.

We all enjoy varying our diet with foods from other provinces, regions and countries from time to time, so why should wine be any different? Also, it used to be that Italian restaurants, for example, only sold Italian wines with a token wine or two from another country, perhaps a Burgundy or Bordeaux for those who would spend richly for the privilege of purchasing ultra premium wines marked-up three times or even more to discourage all but the most affluent and image conscious spenders. But today, most casual to upscale restaurant and bar wine lists are like the Starwood Hotels "Wines of the World"™ lists that include premium wines from most every major wine producing country as well as wines by the glass and by "taste flights" from different countries insuring a wide diversity of flavors and styles. Starwood, like so many other hoteliers and restaurateurs that offer global wine selections of premium wines, consider their borderless wine appreciation as both great guest entertainment and education.

So, in anticipation of your next in-home wine tasting or wine enjoyment experience, try shopping for wines that you've never tried before and thereby enrich your global wine journey in terms of both your appreciation of distant appellations and your wine knowledge. Learning about new wines is like learning a new language. Here's to the language of wine: And as always, here's to the language of love.

And in the now fabled words of one of China's most devoted wine and romance writers, the legendary, fine feathered sage and hopeless romantic, Red Owl "Roses are Red, Violets are Blue, But Red is the Color of My True Love's Wine". And also from our dear Owl "Red as Roses can be; is the color of my love's favorite wine." For this is China, land of a thousand red sun rises, a thousand red sunsets and a thousand red dreams. Red is the color of the revolution; of the Yangtze and the Pearl Rivers; the rise of the people for the people and the heart that longs to be united with the beloved. Red is the color of my true love's wine, for she is Chinese and this is China. Red as hearts can be and red as our love the red wine, it is always red as our love, our very true love". Truly words of wisdom by which to live, wine and love. And this is **Red Owl**, over & out.

曾经有段时间，葡萄酒消费者只喝当地产的葡萄酒。实际上每一个葡萄酒产地的支持者都只喝这一产地出产的葡萄酒。然后一夜之间，世界似乎成了一个“村落”，成为每个人家的“后院”，葡萄酒商店和超市里摆放的葡萄酒来自世界各地。

人们开始外出旅行，距离不再是问题。眼界拓宽，开始接触与之前完全不同的葡萄酒。回到家后，人们会发现，在旅途中品尝过的葡萄酒彻底改变了他们的味蕾和习惯。世界各地的葡萄酒商店开

始面对大量进口葡萄酒的需求，不过对于这方面知识的掌握，几近于无。由此，葡萄酒行业的全球化进程开始，每一个人也有了体验全球葡萄酒之旅的机会。

实际上，我个人比较支持当地的、地区的和国产葡萄酒产业。不过，就像世界上大多数葡萄酒消费者一样，我也喜欢尝试那些从未喝过的酒，越独一无二越好。有些时候，你会发现一些有趣的“专营”葡萄酒（比如“Fat Bastard”的葡萄酒），人们更多地关注于名字而不是酒本身。这样的葡萄酒大都是由多种葡萄混合酿制而成，当然也不完全是。名字本身就是噱头，不过也能代表一些口味特性。这就是现实，葡萄酒本来就是具有某种娱乐性质，那么这些特别的名字也无可厚非，只是一种简单而智慧的营销方式。有谁能拒绝来自加州Nova酒庄的“玛丽莲·梦露”系列，如“玛丽莲梅洛”，这款酒在发布的数小时内，即被梅洛爱好者和收藏家抢购一空。

大家都喜欢时不时尝试一下异域美食，对于葡萄酒也是如此。曾经的意大利餐厅只卖意大利葡萄酒，摆上几瓶其他国家的葡萄酒，多是象征意义。大多是波尔多或勃艮第，品质精良，标价昂贵，无人问津。今天，无论是各种规格的餐厅或酒吧，比如喜达屋酒店和度假村集团的“樽酒典藏”™项目，其目录里囊括的精品葡萄酒来自每一个葡萄酒的主要产区。就像其他许多酒店经营者和餐厅经营者一样，喜达屋集团的酒单不分国界，不分地域。

所以，在下次品尝葡萄酒时，不妨选择一些你从未试过的葡萄酒，相信一定能丰富你的葡萄酒经历和知识。了解新的酒，就像是学习一门新的语言。而葡萄酒的语言，永远与爱有关。

作为一名葡萄酒的热爱者，我笃信浪漫。“红如玫瑰、蓝似罗兰，葡萄酒红是我的色彩。”在中国，红色是意义更加丰富，它是一种革命的色彩，更是一种让人民团结一致的凝聚力，它就是中国。红色炙热奔放，如同我对葡萄酒的热爱。我是**红色猫头鹰**，一直在这里。